

## WORK EXPERIENCE

AUG 2016  
PRESENT

**SCHLUMBERGER** | MENLO PARK, CA

### Senior User Experience Designer

- ◇ Lead design initiatives and follow up of the Design Language System (DLS) project as the only core team designer
- ◇ Represent the company to engage the DLS project with a design agency (Frog) at the stage of MVP
- ◇ Create high quality deliverables based on priorities and feedback, as well as update the design assets with versions
- ◇ Drive the design direction via interacting with the DLS users and projects to meet business needs
- ◇ Assist all the DLS users and project teams to consume the DLS guidelines and help them address any consistency problems

SEP 2014  
AUG 2016

**CIPHERCLOUD** | SAN JOSE, CA

### User Experience Lead

- ◇ Lead overall product rebranding to level up user experience by identifying visual system that is unique to the business
- ◇ Define component-based UX/UI consistency across major applications: Cloud Security Broker and Unified Platform 2.0
- ◇ Collaborate with cross-functional team to transform design from concept to implementation under deadlines
- ◇ Deliver high-quality mockups with specific interaction and visual callouts to dev team for proper implementation

MAR 2013  
SEP 2014

**MANAGE.COM/FRIENDMEDIA** | SAN FRANCISCO, CA

### User Experience Design Consultant

- ◇ Redesign the UI of an advertising management platform to level up its user experience in an agile environment
- ◇ Initiate product visual guidelines for cohesive brand identity across the development process
- ◇ Explore UI possibilities strategically by brainstorming and communicating with stakeholders thoroughly on deadlines
- ◇ Design pixel perfect responsive UI for web and mobile devices to keep user experience consistent across platforms

AUG 2010  
DEC 2012

**ARIZONA STATE UNIVERSITY** | TEMPE, AZ

### Research Assistant

- ◇ Research on the course-planning patterns for undergraduates to associate their personal interest with career development
- ◇ Analyze data representation and explore visualization possibilities to simplify the decision-making process
- ◇ Design and develop a visualization-based course-planning application based on the research outcomes



## ZHEN LI

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## SKILLS

Design Strategy  
Design Innovation  
User Research  
Visual Design  
Interaction Design  
Data Visualization

## TOOLS

Sketch + Invision  
Principle  
Omnigraffle / Axure / Balsamiq  
Adobe Creative Suites  
Html + CSS + JS  
Painting + Sketching

## AWARDS

**1st Place of Finalists** | 2011  
ACMMM VI Contest

**Outstanding Award** | 2006  
China Furniture Design Contest

**Outstanding Award** | 2005  
NANHAI Industrial Design Contest

MAY 2012 **GE GLOBAL RESEARCH** | SAN RAMON, CA  
AUG 2012

**Interaction Designer (Internship)**

- ◇ Participate in user-centered research with business customers with questionnaires, phone interview and A/B test
- ◇ Define user interaction models and created low-fidelity mocks for an e-commerce aircraft parts trading platform

FEB 2009 **TENCENT** | BEIJING, CHINA  
JUL 2010

**Interaction Designer**

- ◇ Conduct user test and provide UI solutions to optimize millions of users level search engine experience
- ◇ Conduct research and user test on user behaviors for an online knowledge-based Q&A platform
- ◇ Work with 40+ engineers to create UI solutions from concept to reality for one of the largest online map services in China

JUN 2005 **MICROSOFT RESEARCH** | BEIJING, CHINA  
SEP 2005

**Website Designer (Internship)**

- ◇ Create UX solutions for a color-based search engine prototype which is used for research purpose
- ◇ Implement a search engine prototype UI with Html + CSS + JavaScript

**EDUCATION**

AUG 2010 **ARIZONA STATE UNIVERSITY** | TEMPE, AZ  
DEC 2012

**M.A. Media Arts & Sciences**

SEP 2006 **TSINGHUA UNIVERSITY** | BEIJING, CHINA  
JAN 2009

**M.A. Information Arts & Design**

SEP 2002 **TSINGHUA UNIVERSITY** | BEIJING, CHINA  
JUN 2006

**B.A. Information Arts & Design**

**PUBLICATIONS**

FEB 2012 **Visual Planner: Beyond Prerequisites, Designing An Interactive Course Planner For A 21st Century Flexible Curriculum**

ACM SIGCHI on Human Factors in Computing Systems

AUG 2008 **Redesigning E-commerce Websites With A Prototype-based Method**

User-Friendly 2008 - Innovation for Asia



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**VOLUNTEERING**

Prototypr.io Writer

UX Collective Writer

Muzli Writer

SLB Connect Women Local Leader

**PATENT**

A Responsive Navigation Solution  
For Multiple Screen Resolutions  
(Under process)