YUN ZHOU

Visual & UX Designer

www.yunzhou.co
zhouyun444@gmail.com
347 819 0737
Bay Area, CA

❝ *Believe in relationships with people. Think through writing and sketching. Learn by making stuff.* **Seeking a passionate team who are building the next generation of products for humans :)**
Eligible to work with an H1b transfer

/skills/

UX/UI Design

XMind

Sketch

Illustrator

Photoshop

Flinto

InVision

After Effects

Visual Design

Branding

Iconography

Infographic

Illustration

Front-end Development

HTML

CSS

basic JavaScript

Language

Fluent in English

Native in Mandarin

/experience/

Design Lead | April 2016 – present
Palmdrive – Sunnyvale, CA/Shanghai, China

In charge of **website redesign**. Bounce rate decreased 10% in average and up to 75% for redesigned pages.

Led **UX/UI design** for **College Application Management System** for both desktop and mobile, serving over 4,000 mentors and premium subscribers, achieving over **$16M annual revenue**. Created **design system.**

Led **collateral materials**, **environmental graphics**, and **print advertising** for more than 130 branding events nationwide within one year, deeply engaging with more than 6,000 college students.

Support **social media marketing campaigns** with digital ad layouts across multiple platforms (Tencent WeChat, Sina Weibo, Zhihu, Toutiao).

Designed **logos** and **visual identity systems** for in-company startups, Wulnut English, Palmdrive Go, and Palmdrive Academy. Supported Wulnut English campaigns with digital/print products, that contributed to a **280% revenue growth** within one year.

Establish and host in-company **design workshops** to help teams follow Palmdrive style guide and improve reliability on our daily feeds for over **400k** followers.

Build the design team from 0 to 4 and mentor designers on user-centered design, communication, time-management and career planning.

Reduced communication overhead by introducing transparent and standard work process that supported **300% campaigns without new design hires** in 2017.

Manage **weekly design talks** to share project insights, improve current design and explore design for fun.

UX/UI Designer | January 2015 - March 2016
Smart Traveller – New York, NY/ Bay Area, CA

Created website for Chinese travelers who want to travel in the U.S. Designed logo, graphic elements for web, branding and digital/print ad layouts. Build the design team of 3 designers.

UX/UI Intern | June 2014 – December 2014
Pefin – New York, NY

Worked on user need analysis and information architecture. Fulfilled financial management website with HTML, CSS, jQuery, JavaScript and Knockout.

/interests/

Lettering & typography

Singing

Crafting

Puzzles

/education/

M.F.A. in Design and Technology | 2013 - 2015
Parsons the New School for Design – New York, NY

B.E. in Software Engineering | 2009 - 2013
Associated program in Finance | 2010 - 2011
Wuhan University – Wuhan, China