YUN ZHOU

Visual & UX Designer

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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

/interests/

Lettering & typography

Singing

Crafting

Puzzles

/experience/

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

Interaction design:
• Redesigned College Application Management System, a platform for consultants, mentors and coordinators to collaborate to help students with the application process. Serving over 4,000 mentors and premium subscribers, achieving over 16 million USD annual revenue.
• Designed College Application Assistant web app for students to arrange and follow their application process.

Design system:
• Refined Palmdrive Style Guide by expanding web components and visual elements.
• Designed the UI Component Gallery for College Application Assistant web app.
• Designed logos and visual identity systems for in-company startups, Wulnut English, Palmdrive Go, and Palmdrive Academy.

Marketing design:
• In charge of website redesign. Bounce rate decreased 10% in average and up to 75% for redesigned pages.
• Led digital layouts, 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. Directly leading to mainland China sales revenue grew by 233% from 1 to 3.33 million USD in two years, increasing market share by 2.5%.

Other:
• Establish and host in-company design workshops and weekly design talks.
• Build the design team from 0 to 4.
• Reduced communication overhead by introducing transparent and standard work process that supported 300% campaigns without new design hires in 2017.

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.

/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