

# YUN ZHOU

UX/UI Designer

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“ Believe in relationships with people. Think through writing and sketching. Learn by making stuff. Currently located in Bay Area, CA. **Looking for full-time UX/UI Design opportunities!**

## /experience/

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

In charge of **web pages design** and **design system** refinement. Bounce rate decreased 10% in average and up to 75% for redesigned pages.

Led **user experience design** for online products serving over 4,000 mentors and premium subscribers.

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, Walnut English, Palmdrive Go, and Palmdrive Academy. Supported Walnut 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.

Built 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.

## /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

**Graphic Design** and **Speech Communication** | 2016 - 2017  
De Anza College – Cupertino, CA

## /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