DAN ZHU
IS AN INTERACTION AND PRODUCT DESIGNER.

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SKILL STRENGTHS

Rapid Prototyping
User Interface Design
Visual Design
Service Blueprinting
A/B Testing / Userlabs
Guerilla Testing

DESIGN TOOLS / APPLICATIONS

Sketch
Invisionapp / Zeplin
Photoshop
Principle
HTML & CSS
Spotify (Most Important)

CONFERENCES

What Design Can Do - Climate
(Amsterdam)

An Event Apart '16
(San Francisco)

FITC '15 '16
(Toronto)

EXPERIENCE

**July 2016
Present**

CAPITAL ONE (CONSUMER BANK)
PRODUCT DESIGNER, NYC & NORTHERN VIRGINIA

Led designs on account opening for Android and responsive web in collaboration with legal, content strategists, project managers, multiple engineering teams, and supporting stakeholders.

- Customer focused re-design created ~24% increase in conversion rates, with $8-10 million dollar revenue streams. Implementation of a multi-product experience tripled the amount of savings accounts opened with checking in a single day (an estimated $33 million income over 4 years).

- Worked with business and data analysts to determine pain points and potential growth to A/B test, in conjunction to qualitative user lab learnings to execute better customer-oriented designs.

- Created design artifacts as needed, such as user flows, service blueprints, and hi-fidelity prototypes using various tools such as Sketch and Invision.

Fostered design thinking in our communities through Adaptive Path's Design in Residence Program by bringing access to design to local businesses.

Engaged as an interaction designer as part of the Research & Development team to find new ways to educate and aid customers on their finances.

**June 2015
August 2015**

DRAMAFEVER (WARNER BROS. DIGITAL LABS)
UX DESIGN INTERN, NEW YORK CITY

Redefined core experiences on various platforms including Android, iOS, responsive web, and Playstation. Explored future core experiences for Dramafever and DocClub, along with the launch of a new brand experience — ShudderTV.

**June 2014
August 2014**

MCD PARTNERS
INFORMATION ARCHITECT INTERN, NEW YORK CITY

Worked alongside senior designers to develop wireframes and information flows for clients such as Samsung and Discover Financial Services.

EDUCATION

**March 2011
May 2016**

ROCHESTER INSTITUTE OF TECHNOLOGY
NEW MEDIA DESIGN, BFA

References upon request.