

LING ZHOU

PORTFOLIO

dribbble.com/ling_zhou
lingzhou.co

SKILLS & TOOLS

UI/UX
HTML/CSS/JS
prototyping
sketch
photoshop
Invision
framer.js

EDUCATION

Brown University
B.A. (2008 - 2013)
Rhode Island
School of Design
B.F.A. (2008 - 2013)

WORK EXPERIENCE

Design Lead • Vaudeville Ventures • New York, NY (2015 - present)
Visual Strategist • Vaudeville Ventures • New York, NY (2013 - 2015)

Led the design team at Vaudeville Ventures. Guided the team through the ideation, design and development process. Hired, on-boarded, supervised and mentored new team members. Select projects include:

- Devised UX Design & content strategy for **Sotheby's**
- Created landing page designs for **Madison Square Garden & Coke**
- Designed decks & worked on landing page iterations for **Comcast**
- Prepared pitch narratives for various start-ups (**Eleven James, LeanOnWe, Mogul**)
- Art direction, branding & graphic design to launch the new digital experience of **Margaritaville**
- Patentable technology visualizations for **NYSE**

Product Design Lead • Adverator.com • New York, NY (2014 - present)

Grew Adverator from email-based ad sales company into an online marketplace. Led team to devise a full rebrand, developed a modular/responsive visual system, implemented new product features, and optimized design-to-dev workflow.

Project details:

The first & only e-commerce platform for buying local ads, users can easily

- Browse ad spaces on 100+ media (magazine, website, transit, direct mail ads) across 140 local markets
- Check-out with various payment types
- Save ads for recurrent purchase or later interest via favoriting
- Submit ad creatives or request custom ad design to fulfill orders

E-commerce site boosted customer engagement - over 10,000 small businesses have used Adverator since beta. Platform has generated over \$8M in revenue over the last 2 years