

JINHUA GAO

Product designer

Contact

<https://shelleygao.github.io/portfolio/>
shelleygao13@gmail.com

Education

Graphic Design (B.A.)
Hubei University of
Technology, China
1999-2003

Tools

Sketch, Illustrator,
Photoshop, Adobe XD,
Axure, Sunlime

Skill

Research, Chart flow,
Wireframe, Mock-up,
Prototype, Test
HTML, CSS, JavaScript

Experience

Product Designer - Ping An

Aug 2013 - Feb 2017

Participated in strategy meeting, user research, data analysis, solution discussion and usability testing, led or executed interaction, interface and promotion design for multiple projects.

UI Designer - ZYT

Oct 2010 - Aug 2013

Worked on the interface design of feature phone independently.

Graphic Designer - Revo

Jan 2010 - Sep 2010

Conducted brand, products and event promotion design for clients.

Graphic Designer - TCL

Oct 2004 - Dec 2006

Responsible for brand promotion, TV interface, commodity packaging and advertising design.

Projects

F & Kitchen

Nov 2015 - Feb 2017

Participated in the platform construction from scratch, and provided dozens of bank clients with a complete set of solutions from application framework, products to business promotion in an efficient way through modular + customized design, which helped them increase profits and reduce costs.

One Account Connect

Nov 2015 - Feb 2017

Through numerous iterative design or exploration by many people, provided customers with high-quality investment products, convenient life services and comprehensive asset management services on mobile applications.

Fmall

Aug 2014 - Dec 2015

Led the version upgrade design, reorganized the information structure based on data analysis, added the scenario recommendation module and financial gadgets, helped build a more complete financial product direct selling platform.

Ping An Group Official Website

Aug 2014 - Dec 2014

Led the revision design, brainstormed to reclassify company and product information, optimized the navigation and information architecture, unified login box style, and adjusted the homepage layout.

AnyDoor

Jun 2014 - Aug 2014

Collected requirements, communicated across companies and carried out the first version of logo, interaction and visual design of AnyDoor SDK, which was a strategic project aimed at achieving customer migration and cross-selling among all apps of the group.

Ping An Lottery

Aug 2013 - Jun 2014

Conducted the overall visual design of lottery transaction application, including the UI and promotion design across systems and devices, which greatly increased the user number of mobile terminals.