# JINHUA GAO

# Product designer

# 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.

# Contact

https://shelleygao.github.io/portfolio/

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# Education

Garaphic 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

# **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**

Nov2015 - 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 termina.