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/

shelleygao13@gmail.com

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.