Elaine Zhou

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EDUCATION

Stanford University
BS & MS Computer Science
Fall 2011 – Spring 2016

– Teaching assistant for HCI, design thinking, and visual design courses
– Wrote <u>thesis</u> on design constraints

TOOLKIT

Figma, Sketch, Keynote, Illustrator, sketching

User interviews, usability and concept testing, personas, storyboarding

HTML, CSS, JavaScript, Python, React

English (native), Mandarin Chinese (fluent)

Interests: transportation, education, biking, sewing, organizing storytelling and craft events

RECOGNITION

a16z, Generation Design Member, 2016

Kleiner Perkins, Fellow, 2015

Stanford, Undergraduate Advising and Research Grant Recipient, 2015

User Interface Software & Technology (UIST), Poster Presenter, 2013

EXPERIENCE

Quora   Fall 2016 – Fall 2020
Product Design Lead & Manager, Core Product | 2019 – 2020

– Scaled content production for Spaces (community product) 25x since initial launch via multiple feature launches (up to ~300k pieces of content/weekly)
– Integrated Spaces into core product and strategy for various teams (e.g. Q&A, moderation, onboarding, and machine learning recommenders).
– Managed team of 3 designers: identified opportunities for designers, organized design reviews and team offsites, staffed projects, developed processes to improve product quality, represented design in cross-functional meetings
– Raised product quality bar by spearheading company and teamwide guerilla user research sessions. Results include reduced bugs and reduced bug SLA

Product Design Lead, Spaces | 2018

– Launched Spaces from scratch. Drove exploration, vision, weekly sprint planning, integrating research insights, coordination with other design teams, prototyping and implementing in code. Spaces became integral part of company strategy in 2019

Product Designer, Feed & Digest | 2016 – 2017

– Improved machine learning personalization by designing, conducting user research studies, implementing, and launching granular feed control interfaces
– Brainstormed, designed, and implemented numerous A/B tests on feed, notifications, emails, and new user onboarding to increase user follows
– Redesigned and launched Quora Digest emails (~250M sends/week)

Remind   Summer 2015
Software Engineering Intern

– Proposed, designed and implemented SMS growth projects to increase teacher registration. Built pages and reusable UI components in React.

Frog Design   Summer 2014
Design Technologist Intern

– Prototyped and built reusable and responsive web templates for Frog's blog, user tested with writers.

Uber   Summer 2013
Software Engineering Intern

– Researched and developed product specs for Partners FAQ, a tool for ops, partners, and drivers to access city-specific issues to reduce ticket volume and Ops office hours. Created wireframes, implemented Python backend and HTML/CSS frontend.