Elaine Zhou

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EDUCATION

Stanford University, BSH & MS Computer Science, HCI · Fall 2011 – Spring 2016

– Teaching assistant for HCI, design thinking, and visual design courses
– Wrote thesis on design constraints

TOOLKIT

Sketch, Figma, Keynote, Illustrator, Sketching

User interviews, usability studies, personas

HTML, CSS, JavaScript, Python, React

English (native), Mandarin Chinese (fluent)

Interests: Education, Transportation, Travel, Biking, Yoga, Sewing

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, Product Design Lead
Fall 2016 – present

Design Lead & Manager, Core Product — *2019 – present*
– Driving product prioritization and strategy: scaling content production 72X in <2 years, redesigning composer and core content creation, integrating Spaces into existing Q&A, moderation systems, and ML recommenders
– Leading team of 3 designers: organizing design reviews, project staffing, and feedback sessions; developing processes for bugs reduction that were adopted by other teams; coaching individuals and helping develop their own visions
– Spearheaded dogfooding sessions for bug-hunts, guerilla user research, and increasing user empathy to raise cross-functional team quality bar

Design Lead, Spaces — *2018*
– Lead designer for launching Spaces (communities product). Work includes developing foundational research, product exploration, frequent iterations, implementations in code, developing a new comms strategy, and played active role in planning with cross-functional and cross-team dependencies,

Designer, Distribution — *Fall 2016 – 2017*
– Designed, conducted user research studies, implemented, and launched granular feed control UI for better machine learning personalization
– Brainstormed, designed, and implemented A/B tests on feed, notifications, and emails, NUX to increase user follows and active hours
– Redesigned and launched Quora Digest emails to be mobile-friendly and on-brand (last change to Digest was in 2013, despite 250MM sends/week)

Remind, Software Engineering Intern
Summer 2015
– Designed, implemented a new way to increase teacher registration via SMS.

Frog Design, Design Technologist Intern
Summer 2014
– Prototyped, implemented, and tested wordpress templates for Frog's blog.

Uber, Software Engineering Intern
Summer 2013
– Researched and developed product specs for Partners FAQ, a tool for Ops to better manage and reduce tickets for partners and drivers. Wireframed, designed, and implemented Python backend and HTML/CSS frontend.

Shoe Land, Graphic Design Intern
Summers 2011, 2012
– Led photography and print design of seasonal ads for in-store display and marketing materials.