



# Xinlu(Daisy) Zhou

User Experience Designer

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## EXPERIENCE

### UX Designer | Microsoft - Power Platform (contract via Kforce)

Aug 2022 - Present | Remote

- Design an enterprise-grade low-code SaaS Platform for creating, hosting, and administrating rich business websites.
- Contribute on data workspace by refining the creation experience of data powered component with AI power. Grow MAU by 140% once features shipped and helped achieve 83% satisfaction in a product benchmark test.
- Work closely with other designers, PM to define the user experience and create user flows, wireframes, mockups, and interactive prototypes with demonstrated accessibility for complex scenarios
- Work with other PM to help deliver marketing design projects for the multiple Microsoft events (GA/Build/Ignite/Inspire).
- support the Design team included learning best accessibility practices, establishing design patterns, and defining accessibility specs for new features.

### User Experience Designer | Capstone Project Advised by Assurant

Aug 2021 - Dec 2021 | Ithaca, NY

- Collaborated with Assurant UX team to create a universal navigation that incorporates all the Lines of Business categories (object-based).
- Discovered users' needs through generative research, including surveys, user interviews, affinity diagram, personas, journey maps. Developing wireframe and hi-fi prototypes through Figma.
- Reported to UX team in Assurant via weekly design review meeting.

### Product Design Intern | Sleegal.AI

Jun 2021 - Present | San Francisco, CA

- Redesigned the company website, and worked with engineers to implement.
- Led redesign of client dashboard and legal directory for the web and mobile interface.
- Participated in design system construction and maintenance. Contributed on refined the entire product's visual design and color system.
- Created infographics for weekly blogs with Canva.

### Product Designer | Crania Technology LLC

March 2020 - March 2021 | San Diego, CA | F1-OPT

- Worked closely with the CEO to develop the product vision and strategy.
- Designed all of the branding, user experience, and graphics designs.
- Led the design process for activity browsing feature. Improved users' engagement
- Designed product solutions, such as the interactive Map and activity sorting function to improve users experience.
- Increased daily active users by 20% and user satisfaction by 50% once new version application was launched.

## ACTIVITIES

### Graduate Teaching Research Specialist | Cornell University

Aug 2021 - present | Ithaca, New York

### Instructional Apprenticeship | UCSD Cognitive Science Department

Sep 2019 - Dec 2019 | La Jolla, California

### Vice President / HR Chair | Triple C (Chinese Computer Community)

Sep 2018 - Dec 2019 | La Jolla, California

## EDUCATION

### CORNELL UNIVERSITY

ITHACA, NY, USA

Master of Information Science(UX) | 4.0

Jan 2021 - May 2022

### UNIVERSITY OF CALIFORNIA, SAN DIEGO

LA JOLLA, CA, USA

Bachelor of Cognitive Science,  
Human-Computer Interaction

Bachelor of Human Biology | 3.9/4.0

Sep 2015 - Dec 2019

## SKILLS

### DESIGN

User Flow  
Prototyping  
Wireframing  
Storyboarding  
Visual Design & Branding  
Information Architecture  
Data visualization

### RESEARCH

Persona  
Affinity Diagram  
Contextual Inquiry  
Comparative Study  
A/B Testing  
Usability Testing  
Competitive Analysis

### Tools

Sketch | Figma | Principle  
InVision | Adobe Creative Suite

### DEVELOPMENT

HTML | CSS | Javascript  
Java | Python | R studio | Vue.js

### LANGUAGE

English | Chinese | Korean