Xinlu(Daisy) Zhou
UX Designer

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EXPERIENCE

Research Assistant | Cornell Virtual Embodiment Lab
Jan 2022 - Present | Ithaca, NY
- Running human participants experiments using virtual reality.
- Conducting qualitative research to draw insight about human's experience of VR.

UX 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.
- Conducted qualitative/quantitative research using surveys, interviews, affinity diagram, personas, journey maps. Created wireframe and hi-fidelity prototypes through Figma.
- Communicated results to Assurant UX team via weekly design review meeting and solicited feedback on final design solutions.

UX Designer Intern | Trusli
Jun 2021 - Jan 2022 | San Francisco, CA
- Created the new design of company's official website which optimized for various screen sizes.Worked with engineers to launch new website.
- Synthesized insights from qualitative and quantitative research results to improve designs.
- Led design team to evaluate and enhance the clients' searching experience on current website.
- Built and maintained the design system with other designers. The site conversion rate has risen dramatically from 0.2%-2.4%.

UX Designer | Crania Technology LLC
March 2020 - March 2021 | San Diego, CA
- Investigated the hidden problems of the app and users' painpoints, and proposed feasible solutions.
- Developed information architecture, wireframes, interactive prototypes individually and collaborated with other designers to build new design system.
- Presented UX design iterations to PM and engineers in design reviews.
- Increased daily active users by 20% and user satisfaction by 50% once new version application was launched. Assisted the company successfully in receiving a series A funding.

UX engineer intern | Restvo
March 2020 - July 2020 | Oakland, CA
- Redesigned and implemented sign up/log in interfaces for Restvo Web and mobile interface with the Ionic Framework and Angular.
- Created a complete user flow for a journal publishing function by conducting interviews with stakeholders, end-to-end user research and delivering wireframe and high-fidelity prototype.

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
Master of Information Science(UX) | 4.14
Jan 2021 - May 2022

UNIVERSITY OF CALIFORNIA, SAN DIEGO
Bachelor of Cognitive Science, Human-Computer Interaction | 3.9/4.0
Bachelor of Human Biology
Sep 2015 - Dec 2019

SKILLS

RESEARCH
Persona
interviews
Contextual Inquiry
surveys
A/B Testing
Usability Testing
Competitive Analysis

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

Tools
Sketch | Figma | Principle
InVision | Adobe Creative Suite

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

LANGUAGE
English | Chinese | Korean