



# Yin Zhu

## UI/UX Designer

Portfolio <https://yinzhudeSIGN.com>

Based in Jiangxi, China ✉ [yinz.work@gmail.com](mailto:yinz.work@gmail.com)

### Professional Profile

- I'm a UI/UX designer with 16 years of experience creating user-centered digital products across multiple industries. I specialize in end-to-end design—from research and strategy to polished, accessible UI. My work blends visual clarity with behavioral insights, using data and creativity to craft intuitive, scalable experiences. I leverage tools like GA4, Amplitude, and OpenReplay, and integrate AI to accelerate prototyping and iteration.

### Work Experience

#### 8glabs, Inc.

2021 - Present, USA, Remote

UI/UX Designer

Product Manager

- Led end-to-end UI/UX design for Web3, blockchain and AIGC products, translating complex ideas into clear, intuitive interfaces.
- Delivered high-fidelity UI aligned with design systems, accessibility, and responsive standards.
- Applied strategic UX thinking to define flows, wireframes, and prototypes aligned with user and business goals.
- Used Google Analytics, Amplitude, and OpenReplay to assess user behavior and optimize performance.
- Built AI-enhanced workflows with ChatGPT and Claude AI to streamline prototyping and automate tasks.
- Collaborated with cross-functional teams in agile sprints, driving design from discovery to handoff.
- Monitored dev/staging deployments to ensure functionality and smooth production rollout.

#### Yunnan Zhengyuan Tea Bio-tech Co., Ltd.

2019 - 2021, China, On-site

Design Director

Co-founder

Co-founder of the brand, led product design, e-commerce site development and maintenance; collected user feedback to refine offerings and enhance the overall customer experience.

#### Yunnan Zunyang Bio-tech Co., Ltd.

2010 - 2019, China, On-site

UI Designer

Product Designer

E-Commerce Manager

Led UI and product design, managed e-commerce site maintenance, and collected user feedback to refine offerings and improve customer experience; contributed to market expansion and customer growth.

### Skills



Web design

APP design

Wireframe

User research

Design system

Prototyping

Interaction design

HTML

CSS

Claude AI

Amplitude

Google Analytics

OpenReplay

### Education

#### Kunming University Of Science And Technology

2001 - 2005, China

Bachelor of Engineering

Background in Industrial Engineering, with coursework in Human-Computer Interaction (HCI), Ergonomics, Systems Design, Human Factors Engineering, Cognitive Psychology, Process Optimization, and Usability Testing. This foundation supports a structured, user-centered approach to UI/UX design and a strong understanding of complex user interactions.

### Language

Chinese

Native

English

B1 - B2 (Approx.)

<https://github.com/zhuyinzhuYin>

<https://www.linkedin.com/in/yin-zhu-designer/>