Chia-Jou (Zoe) Lo
Product Designer

zoeruo.com
+1 3462129652
clo0517@umd.edu
linkedin.com/in/chiajoulo

WORK EXPERIENCE

Freelance
Jan 2022 - present

UX Engineer
- Enhanced user experience and executed front-end solutions for 10+ products (e.g., Chinese herbal products, clinics, asset management).
- Collaborated with cross-functional teams to ensure seamless, user-friendly digital interfaces.

Cheng Hsin General Hospital
Sep 2018 - May 2021

UIUX Designer | Feb 2020 - May 2021
- Increased the number of international patients by 24% through the launch of the international medical center's website.
- Designed, implemented, and launched five websites for the hospital, offering external information to the general public.
- Conducted meetings with representatives from over 80 divisions within the hospital to gather input for designing the division website template.
- Monitored Google SEO analytics to optimize websites by analyzing the behavior of over 150K+ monthly visitors.

Web Developer | Sep 2018 - Feb 2020
- Improved the efficiency of healthcare workers, resulting in a 20% increase in productivity, by developing responsive interfaces for various devices.
- Saved up to 68% of the board of directors' time by implementing a private management system.
- Contributed design ideas to developers working on other systems, resulting in a 36% increase in user satisfaction.
- Deployed over 5 innovative solutions leveraging the .NET Framework.

EDUCATION

University of Maryland

MS in Human-Computer Interaction | Expected May 2024
- Led weekly labs sessions and provided office hours for Database Design, supporting about 50 students in mastering complex SQL queries and normalization techniques.

Taipei National University of the Arts

BFA in New Media Art, Music Minor | Sep 2014 - Jun 2018
- Received scholarships for all 4 years due to consistently high academic performance.

SKILLS

TECHNICAL

Prototyping
Wireframing
Mockups
User Flows
Information Architecture
Personas
Usability Testing
Affinity Diagram
Heuristic Evaluation
Interview
Focus Groups
UI Components
Figma
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
HTML
CSS
Javascript
React
C#
SQL
Git
Unity

NON-TECHNICAL

Empathy
Curiosity
Communication
Collaboration
Creative Thinking
Active listening
Problem-Solving
Mindfulness

LANGUAGES

English (fluent)
Mandarin (native)