

# Zoe Lo

## Product Designer

### WORK EXPERIENCE

Freelance (while pursuing Masters degree full-time)

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 information to the general public.
- Conducted meetings with representatives from over 80 divisions within the hospital to gather input for designing the website template for use by each division.
- 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.

### EDUCATION

University of Maryland

#### MS in Human-Computer Interaction | Expected May 2024 | GPA 3.9

- Led weekly lab 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 | GPA 3.95

- Received scholarships for all 4 years due to consistently high academic performance.

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### SKILLS

#### TECHNICAL

HTML

CSS

Javascript

React

C#

SQL

Git

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

Unity

#### NON-TECHNICAL

Empathy

Curiosity

Communication

Collaboration

Creative Thinking

Active listening

Problem-Solving

Mindfulness

### LANGUAGES

English (fluent)

Mandarin (native)