

# Yizhou (Fred.)

## Product designer (UI/UX)

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## Experience.

### UX Design Intern, Yitu Tech

Mar '18 - Jul '18 | Shanghai, China

- Created 2 new features and optimized the information architecture for web-based YITU AI Facial Recognition System including forming an experience map and refining personas and user stories
- Designed the user interfaces of YIYO™ Smart Office System's on-wall hub and contributed to its next generation by conducting field research and competitive analysis on multiple devices task features
- Built a demo of an internal data visualization tool that recommends suitable data charts to designers

### UX Design Intern, China Mobile

Jul '17 - Aug '17 | Suzhou, China

- Created the task flows and visual designs of a network performance management system through rapid user research+testings and design iterations
- Crafted the large-screen dashboard and animations for a tourism monitoring system in cooperation with 2 front-end developers

### Student Design Lead, Cloudstation Studio

Sep '17 - Dec '17 | Shanghai Jiao Tong University, China

- Designed iOS APP of HULA which is an extracurricular activity platform and increased daily active users by 13% in 3 months
- Led a team of 3 designers to perform the full cycle of user-centered design and built up a UX knowledge base for the studio
- Collaborated with the marketing team and the product manager to design and implement online+offline user growth campaigns

## Projects.

### Interaction Designer, Associate Tasking

Aug '18 - Dec '18 | AR in B2B scenario | Client: The Home Depot

- Designed an APP in a team of four that helps Home Depot associates to improve their working efficiency by AR-assisted technology

### Product Designer, Nitefly

Dec '16 | Wearables and gamification

- Individually designed a new outdoor night-running experience using gamification elements on the smartwatch

## Education.

### M.S in Human-Computer Interaction,

Georgia Institute of Technology

Aug '18 - May '20 | Atlanta, GA

- GPA: 4.0/4.0

### B.Eng in Industrial Design,

Shanghai Jiao Tong University

Sep '14 - Jun '18 | Shanghai, China

- GPA: 3.79/4.0
- Honored as Outstanding Graduate of Shanghai, Top 1% in Shanghai

## Skills.

### Design

Pen + Paper  
Sketch  
Axure  
InVision / Principle / Framer  
Adobe Creative Suite  
Alias / Rhino / Solidworks  
Keyshot  
Storyboard

### Research & Analysis

Survey  
Interview / Contextual inquiry  
Card sorting  
Usability test  
Persona / Empathy map  
Journey map / JTBD  
Affinity diagram  
Data analysis

### Development

Html / CSS  
JavaScript (D3, JQuery)  
Processing / Arduino  
C++  
Logic Pro X