

# EMILY ZHOU

Product Designer

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## EXPERIENCES

### Product Designer

Apr 2019 - Present

DragonPlus, Inc.

San Mateo, CA

Designed 3 coloring apps (iOS & Android) from scratch, featuring gamified immersive digital coloring book experience, with highest category ranking 49 on App Store and ARPDau 0.12 (Anime Paint app). Responsible for all phases of the design process, as well as directing the UX strategy.

- **Interaction Design:** created intuitive interaction for the core coloring experience with timely and fun-to-watch feedback such as delightful animations; developed monetization related designs such as daily gifts and watch-ad-for-rewards prompts that helped achieve business goals
- **Rapid Prototyping:** developed low to high fidelity prototypes such as video prototypes demonstrating core coloring experience for early stage internal review, made with Adobe Suites, or clickable prototypes with real animations demoing in-app store experience for usability tests, made with Origami Studio and Sketch
- **UX Strategy:** created provisional personas and validated them to assist design decision making and help the company understand their customers better

### UI/UX Designer

Sep 2017 - Apr 2019

Meitu, Inc.

San Jose, CA

Designed UI/UX for 2 photo retouch mobile apps AirBrush (rates 4.9, App Store US #21, RU #1, localized in 6 languages) and PlusMe. Responsible for all phases of the design process, conducting user research and coordinating localization.

- **UI/UX Design:** designed both large projects (camera redesign, filter store, AirBrush subscription), and retouch features (Bokeh, Relight, Matte & Highlighter); raised subscribing rate with localized easy-to-use experiences
- **Design System:** upgraded and encapsulated the brand style into a design system; consisted of a component library (glyphs, card, templates) plus a set of interaction guidelines
- **User Research:** conducted user research (paying user research, photo-taking behavior research); responsible for planning, and conducting research (interviews, shadowing, user testing); generated insights such as "the popular beauty magic feature can bring in revenue"

### Web & Digital Designer

Jul 2017 - Sep 2017

Samchat, Inc.

Los Gatos, CA

Prototyped the interface of the iviia web app. Created marketing designs including brochures, and video campaigns.

### Sound Designer

Aug 2016 - Dec 2016

Schell Games

Pittsburgh, PA

Designed the audio interaction and produced the audio assets of two games: the iPad drawing game Monster (Oppenheim Platinum Toy Award 2016) and the LEGO Daydream game.

### Digital Marketing Designer

Jun 2016 - Aug 2016

Capitol Records

Los Angeles, CA

Redesigned the email newsletter layout with optimized mobile displays for the record labels under the Capitol umbrella; integrated the designs into HTML templates for future use. The labels HARVEST, BLUE NOTE and ASTRALWERKS officially started using these templates.

## EDUCATION

### Master of Entertainment Technology

Carnegie Mellon University

2015 - 2017

Pittsburgh, PA

### B.S. in Computer Science

Nanjing University of Aeronautics and Astronautics

2011 - 2015

Nanjing, China

## SKILLS

### Product Design

Interaction Design

UI/UX Design

Visual Design

Motion Design

Rapid Prototyping

Mockups

Wireframing

Responsive Design

UX Strategy

UX Writing

Localization

### User Research

Usability Tests

Research Planning

In-depth User Interviews

Field Study

Shadowing

Survey

Competitive Analysis

### Design Tools

Sketch

Adobe Photoshop

Adobe After Effects

Adobe Lightroom

Adobe Illustrator

InVision

Origami Studio

### Programming Languages

HTML/CSS

Javascript