

Kevin HQ.ZHU

Male Bachelor 10 years' experience Shanghai

WORKING EXPERIENCE



Golden Education
UX Designer

Jan 2019 – Current

- Responsible for product interaction design, cooperate with R&D team to complete product landing work, optimize product user experience
- Responsible for UI design, providing design support and coaching
- Design the interactive framework based on data and user feedback
- Participate in product planning and core function discussions to produce high quality design proposal



Hujiang
App Designer

Aug 2017 – Aug 2018

- Optimize and enhance product experience of different scenes and roles through data and users' feedback, improve the product experience process
- Be in charge of the user interface design style and finish the visual design, enhance the visual expression
- Pay attention to global design trends, establish method of design system
- Establish the design system and build modules with the front end to improve design efficiency



Alibaba Group (Youku)
Senior Designer

Mar 2015 – Aug 2017

- Leading the conceptual design of Youku's new products and conceiving new product design forms
- Pay attention to the design strategy and propose effective plan for the subsequent iterative design of the product
- Multi-project cross-sectoral cross-regional collaboration
- Sharing design theory and combine to practice



Atzuche
Senior Designer

Sep 2013 – Mar 2015

- Completion of competitive analysis, low / high fidelity wireframe and prototype output
- Ensure the feasibility of interaction mode, page logic, and interaction process in the business
- Propose new design ideas and product design improvements, analyze the design rationality
- Suggestions for copy considerations, visual guidance, new design ideas, and ease of use of products



Enginelize

Graphic Designer

Mar 2012 – Aug 2013

- Communicate with clients, understand clients' business problems, actively propose solutions, and ultimately output satisfactory results
- Brainstorm, conceive creative ideas and finally land the creative ideas visually
- Have good proposal skills to clearly and reasonably explain creative ideas to clients
- Completing creative pitch of different clients with creative director

PROJECT EXPERIENCE

Jan 2019 – Current

Golden Learning Platform

UX

Description: As the backbone of the platform, the learning platform integrates functions such as class, live broadcast, and doing exercises to provide lifelong learning services for students

Duty: Optimize course learning path based on research and user feedback, improve learning experience; restructure product design and enhance product competitiveness; incubate new projects, lead new product design, improve internal work efficiency; formulate design specifications and unify visual design language

Aug 2017 – Aug 2018

CCtalk

UI

Description: Real-time interactive education platform, providing online education tools for teachers and students and create online education community environment

Duty: Be responsible for CCtalk's mobile / pc / mac several clients, optimize clients' user experience and integrate design guide

Mar 2015 – Aug 2017

Ali Planet

UI

Description : Alibaba planet is a full range of pan-entertainment platform

Duty: Be responsible for Alibaba planet's mobile design and integrate content into Youku. With video content as a point to increase interaction between stars with fans to build the community

Youku

UX

Description : Youku clients' user experience

Duty: Optimize current comments and bullet screens' user interface, enhance exploring experience, increase and integrate interaction

Youku Live

UX

Description : Youku live center dedicated to providing users with high-quality live broadcast, with stars and fans to build the new communication platform

Duty: Comparing the old Youku live version, through analysis of competing products, redesign Youku live app, web sites and related design. While provide customized design like interactive introduction of bullet screen, watching and buying, interactive chat area, popularity ranking and other personalized features according to different customers' requirements

Youku VR

UX

Description: Youku's first virtual reality app to give users visual and auditory feast

Duty: Be responsible for the beta version of Youku VR app. Participating in discussion of product, collecting feedbacks, designing the unique style of VR app

Youku Kids

UI

Description: Youku kids is a cartoon video app for children

Duty: From 0 to 1 to create a product including songs, English and stories for parents finding suitable contents for their children. On the other side, designing time management, projection screen and other personalized features can strengthen the management of children using this product

Youku Mall

UX

Description: Youku mall, giving a friendly shopping experience

Duty: Complete Youku mall web design. Based on requirements, optimize shopping experience, visual and shopping flow design through brand and user experience, making a perfect shopping experience to buyers and sellers

Wanhuo

UX

Description: An e-commercial platform combined vertical videos and shopping for young people

Duty: Leading wanhuo concept design and product design form. Combined vertical videos and shopping, building a vertical video makeup app through the communication with beauty talents

Sep 2013 – Mar 2015

Atzuche

UX

Description: P2P car-sharing platform, in the spirit of sharing and doing not own advocate green travel, create a good rental experience

Duty: Be responsible for the design of atzuche's app and website, updates as well as other marketing jobs. Participate in product form design and competitive product analysis in the early stage, and build a better car rental experience from multiple dimensions and multiple scences

Mar 2012 – Aug 2013

Client: Adui, Mazda, Karryauto, Karrytruck etc.

Visual & Creativity

Duty: Participating in discuss and design KV (and its extension), website, DM, posters, brochure and icon etc. based on client's brief and then finish FA. Having pitch with other companies based on client's requirements and do some creative work.

EDUCATION

Shanghai Gench University Advertising Bachelor Sep 2008 – Jun 2012

| SKILL

Figma、Sketch、PS、AI、AE、PR、FCPX、Axure RP Pro、html/css etc.

| SELF DESCRIPTION

- Work passionately and earnestly, passionate about design
- Good at communication, listening to advices and solving problems
- Like to study and try fresh things
- Strong self-learning ability, able to learn the skills in a short period of time
- Love photography, beauty exists in our lives, and inspiration comes from life

| PORTFOLIO

Part of my work:

<http://www.zhuhuiqing.com>