

# LINLU ZHOU

UX & VISUAL DESIGNER

1-858-539-9123

linluzhou90@gmail.com

[www.linluzhou.com](http://www.linluzhou.com)

## EDUCATION

### Georgia Institute of Technology

M.S. in Human-Computer Interaction  
2016 - 2018.5

### University of Wisconsin - Madison

M.A. in Graphic Design  
2013 - 2015

### Dalian University of Technology

B.Eng in Industrial Design  
2009 - 2013

## SKILLS

### Design

Storyboarding / Persona  
Wireframing  
Low-Fi/Hi-Fi Prototyping  
Graphic Design  
3D Modeling  
Motion Graphic  
Free Hand Sketching

### Research

Survey / Interview  
Focus Group / Contextual Inquiry  
Heuristic Evaluation  
Usability Testing  
Competitive Analysis

### Programming

HTML/CSS, Javascript, PHP

### Software & Tools

Adobe Creative Suites,  
InVision, Sketch, FramerJS  
Balsamiq Mockups, Axure  
Camera4D, 3dMax, Rhino  
Microsoft Office

## PUBLICATION

Wagner Iii, B., et al. (2017)  
"Ewrapper: Operationalizing  
engagement strategies in  
mHealth". *Proceedings of the  
2017 ACM International Joint  
Conference on Pervasive and  
Ubiquitous Computing*. ACM,  
2017.

## EXPERIENCE

- **TeamLab - Tokyo** 2017.5 - 2017.8  
**UX DESIGN INTERN | E-COMMERCE**
  - Redesigned two E-Commerce Apps (nda; please contact for detail);
  - Created image/video materials for several projects.
- **Coupang - Shanghai Office** 2015.9 - 2016.7  
**UI DESIGNER | E-COMMERCE**
  - Main designer for Labor Management System, a business management website to analyze the performance of Coupang delivery men;
  - Redesigned the Fraud Detector System, a management website that increases QA tester's efficiency to detect fraud actions of vendors / customers;
  - Was in charge of overall branding materials.

## SELECTED PROJECTS

- **(NDA) Fashion E-Commerce APP** 2017.5 - 2017.8  
**MOBILE APP FOR A JAPANESE TOP FASHION GROUP | TEAM-LAB**
  - Collected requirements from clients;
  - Did heuristic evaluations for the old app; analyzed users' behavior flow through Google Analytics;
  - Developed wireframe and Hi-fi prototype; created UI guideline.
- **(NDA) Fashion Rental Mobile APP** 2017.7  
**MOBILE APP FOR A JAPANESE FASHION RENTAL BRAND | TEAM-LAB**
  - Did heuristic evaluations for the old app;
  - Redesigned the product detail page, styling detail page, and order history page.
- **MD2K mHealth Engager - User Engagement Research** 2016.9 - present  
**HEALTHCARE APP RESEARCH | GEORGIA TECH UBICOMP LAB**
  - Did literature review for existing knowledge related to motivation and engagement; did competitive analysis on existing products;
  - Developed wireframe and Hi-fi prototype for the Android mobile healthcare app wrapper.
- **Labor Management System** 2016.4 - 2016.7  
**BUSINESS MANAGEMENT SYSTEM UI DESIGN | COUPANG**
  - Collaborated with project manager to conduct research on target groups' behavior and habits; developed flowchart, wireframe, visual guideline, low-fi and hi-fi prototypes;
  - Conducted usability test and make revise iteratively.

## HONORS

- **Carrie Jones Cady Scholarship** 2014.5  
UNIVERSITY OF WISCONSIN - MADISON
- **Third Prize, 2013 Dalian Design Festival** 2013.5  
CHINA INDUSTRIAL DESIGN ASSOCIATION
- **James B. and Susan Solie Patterson Graduate Student Award** 2013.5  
UNIVERSITY OF WISCONSIN - MADISON

# 周林璐

UX DESIGNER

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## EDUCATION

### 佐治亚理工学院

人机交互 硕士

2016 - 2018.5

### 威斯康辛大学麦迪逊分校

平面设计 硕士

2013 - 2015

### 大连理工大学

工业设计 学士

2009 - 2013

## SKILLS

### Design

Storyboarding / Persona

Wireframing

Low-Fi/Hi-Fi Prototyping

Graphic Design

3D Modeling

Motion Graphic

Free Hand Sketching

### Research

Survey / Interview

Focus Group / Contextual Inquiry

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### Programming

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### Software & Tools

Adobe Creative Suites,

InVision, Sketch, FramerJS

Balsamiq Mockups, Axure

Camera4D, 3dMax, Rhino

Microsoft Office

## PUBLICATION

### Ewapper: Operationalize engagement strategies in mHealth

发表于Ubicomp 2017; 版权信息尚未发布, 将于2017九月更新。

## EXPERIENCE

### TeamLab チームラボ - 日本东京 2017.5 - 2017.8

#### 交互设计实习生

- 参与两款电商app的再设计项目 (由于保密协议, 详情面谈);
- 为公司内其他项目、展览制作平面、视频素材。

### Coupang - 上海 2015.9 - 2016.7

#### UI 设计师 | E-COMMERCE

- 参与设计Coupang Labor Management System — 一款用于监控物流部门绩效数据的内部管理网站系统;
- 参与再设计Fraud Detector System — 一个用于监控用户违规购买行为的内部管理网站系统;
- 负责公司内各类视觉、平面素材的设计制作。

## SELECTED PROJECTS

### 服饰电商移动端APP设计 (17年12月起即将在日本上线) 2017.5 - 2017.8

#### 日本销售量前三的某服装零售商 | TEAM-LAB チームラボ

- 收集商业需求与用户需求;
- 对原有APP进行启发式评估; 利用Google Analytics总结用户行为流程并发现现存问题;
- 梳理APP信息结构; 建立线框原型; 制作互动模型; 设计UI Guideline.

### 服饰租赁移动端APP设计 (17年11月即将在日本上线) 2017.7

#### 日本某线上服装租赁品牌 | TEAM-LAB チームラボ

- 对原有APP进行启发式评估;
- 对商品详情页面, 搭配详情页面, 和账户管理页面进行再设计。

### 科研项目 - MD2K mHealth Engager Ewrapper 2016.9 - present

#### HEALTHCARE | GEORGIA TECH UBICOMP LAB

- 对现有保健APP中运用的干预策略进行归纳总结;
- 建立ewrapper的线框原型; 制作高保真原型;
- Ewrapper的初步研究结果已经以论文形式发表在Ubicomp 2017研讨会。

### Labor Management System 2016.4 - 2016.7

#### 数据管理系统UI设计 | COUPANG

- 分析用户流程; 建立线框原型; 制作高保真原型; 制作互动模型;
- 进行可用性测试。

## HONORS

### Carrie Jones Cady Scholarship 2014.5

威斯康辛大学麦迪逊分校

### Third Prize, 2013 Dalian Design Festival 2013.5

中国工业设计协会

### James B. and Susan Solie Patterson Graduate Student Award 2013.5

威斯康辛大学麦迪逊分校