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WEBSITES, PORTFOLIOS, PROFILES

- https://sophiachow7.wixsite.com/my-site

PROFESSIONAL SUMMARY

My name is Ying Zhou (English name is Sophia). I graduated from the University of Queensland with a master's degree in interactive design.

I am a lifelong learner. I like reading and exploring new things. Outside the classroom, I take Coursera courses to supplement my knowledge. For example, psychology course from Stanford University and user experience design from Google. In addition, I participated in the UQ Leadership Program in order to improve leadership.

I used to work in e-commerce in Baidu which is equivalent to Google. This gives me a good understanding of business and marketing. Combined with my current professional background, I can better understand how to combine business objectives, product thinking, design and technology to achieve business objectives.

WORK HISTORY

Visual Designer, 02/2022 - Current
Wok It Up, Belconnen, ACT

- Targeted visual designs on specific audiences.
- Communicate with customers to realize the design scheme.
- Followed and applied brand standards for consistency across visual designs.
- Distilled complex features and content into simple visual elements.
- Engaged clients and maximized satisfaction by gathering requirements and incorporating feedback from initial visuals.
- Created user-centered designs with integrated marketing information, creative assets and design patterns.
- Iterate the design to meet customer needs.

Product Designer, 10/2021 - 12/2022
Fitmom - (University Project), Brisbane, QLD

- Discovering the needs of users and validating the needs of user groups

EDUCATION

Master of Science, Engineering Architecture & Information Technology, 12/2021
University of Queensland - Brisbane, QLD

SKILLS

Design
- Visual Design
- Contextual Research
- Experience Mapping
- Wireframing
- Storyboarding
- Usability Testing
- Rapid Prototyping

Software
- Figma
- Principle
- InVision
- HTML / CSS
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

- Brainstormed with peers and other members of design team to determine enhancements and product features.
- Actively listened to users' requests, confirming full understanding before addressing concerns.
- Analyze similar competitive products, including function, interface style and profit model
- Determine the priority of the main functions of our products
- Identify specific personas
- Draw wireframe, low fidelity prototype, high fidelity prototype

User Experience Researcher, 08/2021 - 12/2022
ISBAR Care Handover - (University Project), Brisbane, QLD

- Researched and proposed new solutions to make website more user-friendly.
- Devised diagrams to outline system interactions and sequences underpinning interfaces.
- Conducted research, gathered information from multiple sources and presented results.
- Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.
- According to the customer needs and insight analyzed by research, the software requirements are built
- Design wireframe and prototype
- Write part of the software code with HTML, CSS and JavaScript
- Do remote user testing and iterate the software according to user feedback

Interaction Designer, 08/2020 - 11/2022
BB Bunny - (University Project), Brisbane, QLD

- Designed and developed forward-thinking prototype that meet user needs and improve productivity.
- Created proofs of concept for innovative new solutions.
- Conduct user research (mainly interviews)
- Analyzed work to generate logic for new systems, procedures and tests.
- Design prototype work flow, story board and speech poster
- Used interpersonal and communication skills in interactions, enriching team collaboration.
- Contributed ideas and suggestions in team meetings and delivered updates on deadlines, designs and enhancements.

Interaction Design & Visual Design, 03/2021 - 05/2022
Secret Garden - (University Project), Brisbane, QLD

- Maximized system performance, enhancing end-user experience by applying iterative back end development updates.
- Solve user experience obstacles through testing and iteration, especially the engagement of enhancing interaction Determine priorities and specific interaction methods.
- Used wireframes, mock-ups and prototypes to establish user interface design and architecture.
- Used Agile Scrum model to deliver solutions with high level of flexibility and adaptability.
- Conducted research, gathered information from multiple sources and presented results.

System Management Specialist, 11/2021 - 02/2022
First Tel Australia Pty Ltd, Brisbane, QLD

- Daily maintenance and update of website system.
- Responsible for new product shooting, post editing and uploading.
- Optimize and manage sales, warehouse and website systems.
- Communicated regularly with the boss concerning data exchange and technology integration.
- Work closely with the boss to plan, develop and implement technology strategies that are consistent with your customers' vision.

E-Commerce Specialist, 03/2016 - 12/2018
Baidu, Shenzhen, China

- Displayed positive, professional, friendly and high-energy willingness to assist customers through video, chat or telephone interactions.
- Met or exceeded sales goals and worked as team player in supporting other sales.
- Generated more than $35,800 in monthly sales with successful marketing, sales and customer relations approaches.
- Responded to customer issues and resolved complaints by leveraging expert SEO knowledge.