Zoie Zhu

Product Designer | UX UI Designer

◎ Denpasar, Denpasar City, Bali, Indonesia

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Links

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Languages

English (Native)

Chinese (Native)

Spanish (Basic)

About

Hey, I am Zoie I like to create products that leverage technology to make positive impacts

BRANDS WORKED WITH

ArcSite   Branding Brand   Design Lab SG   FS Real Estate   Jefit

Verizon

Experience

UX Mentor

Design Lab SG | Jun 2020 - Now

I coached over 30 junior UX designers to p olish their UX and UI skillsets and helped them advance on their career paths.

Senior UX/UI Designer Remote

ArcSite | Nov 2021 - Apr 2022

ArcSite is a mobile-first CAD tool for house remodeling business to draw, estimate project cost and close deal. I helped redefine the web app onboarding experience. That included optimizing the feature of building the shape library, importing products, creating bundles, and applying unit conversion.

Senior UX/UI Designer Remote

Branding Brand | Oct 2020 - Jul 2021

Branding Brand is the lead one-stop digital agency that creates a top rated e-commerce experience for top-tier retailers.   I improved the client s website usability by redesigning the user portal   I helped audit client s user experience by heuristic analysis, user journey, and scoring I created the branding guides and iconographies

Product Designer #1

Jefit | Aug 2018 - Feb 2019

Jefit is the #1 weight training tracking platform having over 8 million users. I worked as the sole end-to-end UX designer on the team.   I interviewed users, created wireframes, prototypes for optimizing old features and adding new features.   I helped unified and modelized the overall product look, which led to the build of the first version of the design system.   I also led the transition of the whole app look from light mode to dark mode. My work led the revenue to increase by 40% and the NPS score increased by 1.4. Rejection Therapy - Founding UXDesignerMTV, CA DareMe is an app helping people conquer the fear of rejection. I Joined as the first designer hire. I designed user interfaces for the first version of the DareMe app based on solid user research data and fol lowed by 2 rounds of design iterations. This app received a 4.8/5.0 review at the app store. I conducted interviews and surveys with target users, built the paper prototype, and lo-fi wireframes.

Student UX Designer

Verizon | Aug 2017 - Dec 2018

I conducted the surveys which received >300 responses, 3 rounds of user interviews, desk, and market research. Based on the research result, I synthesized 3 personas and one user journey map. I proposed a new design for the in-app search feature based on research insights, which increased user engagement by 30% based on the A/B test result.

UX Designer

FS Real Estate | Dec 2016 - Jun 2017

I designed the first version of the real-estate e-commence website and app (both consumer-faced and agent-faced) for FS s Cambodian home buying/selling business branch. I also helped run the user interview with the realtor agency to help iterate design.

Education & Training

2017 - 2018   ● **Cornell University**

Master of Science,

I designed the first version of the real-estate e-commence website and app (both consumer-faced and agent-faced) for FS s Cambodian home buying/selling business branch. I also helped run the user interview with the realtor agency to help iterate design.