

YUN ZHOU

Product Designer

*Covid 19 messed up my h1b, so I lost my visa and job. However this unexpected visa crisis helped me figure the goal and cost in no time, make decision quickly and execute accurately, also treasure people's kindness. Now I am looking forward to applying this gift that Covid gave to me to my next full-time opportunity. **Eligible to work on H1b transfer.***

✉ yunzhou.co

in linkedin.com/in/yunz

✉ zhouyun444@gmail.com

☎ 347 819 0737

📍 Bay Area, CA

/ e x p e r i e n c e /

Head of Design

[Rejection Therapy](#) | February 2019 - December 2020 | Sunnyvale, CA

Product design:

- Lead complete redesign for a social activity iOS app, including core flows like community exploration, event participation, daily check-in and instant messaging. The new design contributed to the growth of retention rate by 10 times and MAU by 2.4 times. The app is currently at 4.7 stars.

Design system:

- Built and maintain mobile design system, including colors, typography, icons and UI library for faster product iteration.
- Created logo and visual identity system to enable brand recognition, resulting in 70% increase on email open rate.

Marketing design:

- Initiated and conducted the marketing campaign at Global Leadership Summit 2019, resulting in the initial 150+ sales leads.
- Launched and maintain marketing website on Squarespace with an average 7.5% conversion rate.

/ s k i l l s /

UX/UI Design

Whimsical
Sketch
Figma
Illustrator
Photoshop
Flinto
InVision
After Effects

Founding Designer

[UpLevo](#) | October 2018 - February 2019 | San Francisco, CA

Led product design for iOS and Android mobile apps, including key features like code scanning, survey taking and video recording. The apps resulted in \$4,000 in revenue from startup CPG brands.

Design Lead

[Palmdrive](#) | April 2016 - October 2018 | Sunnyvale, CA/Shanghai, China

Product design:

- Led College Application Management web app design. Serving over 8,000 mentors and premium subscribers, achieving over 16 million USD annual revenue.

Design system:

- Refined Palmdrive Style Guide by expanding web components and visual elements, supporting both product and marketing team.

Marketing design:

- Spearheaded marketing website redesign which decreased bounce rates an average of 10% across sites with a maximum decrease of 75%.
- Led digital layouts, collateral materials, environmental graphics, and print advertising for more than 130 branding events nationwide within one year - resulting in revenue growth of 233% from \$1M to \$3.3M and increase of market share by 2.5%.

Other:

- Hosted in-company design workshops and weekly design talks.
- Recruited, on-boarded, and trained 4 designers to support 400+ projects.
- Reduced communication overhead by introducing transparent and standard work process that supported 300% campaigns without new design hires in 2017.

Visual Design

Branding
Iconography
Infographic
Illustration

Front-end

Squarespace
Webflow

Language

English
Mandarin

/ i n t e r e s t s /

Lettering
Singing
Crafting
Puzzles

/ e d u c a t i o n /

M.F.A. in Design and Technology | [Parsons the New School for Design](#)

2013 - 2015 | New York, NY

B.E. in Software Engineering | [Associated program in Finance | Wuhan University](#)

2009 - 2013 | Wuhan, China