

YUN ZHOU

Product Designer

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/experience/

Head of Designer

[Rejection Therapy](#) | February 2019 – present | 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 MAU from 500 to 1.7k with \$20k in revenue after launch in 2 months. The app is currently at 4.8 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 initially 150+ sales leads.
- Launched and maintain marketing website on Squarespace with an average 7.5% conversion rate.

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.

UX/UI Designer

[Smart Traveller](#) | January 2015 - March 2016 | New York, NY/ Bay Area, CA

Led the design of the beta web app from concepts to final pixels, winning the first prize of China innovation and entrepreneurship competition in 2015.

/education/

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

/skills/

UX/UI Design

Whimsical
Sketch
Figma
Illustrator
Photoshop
Flinto
InVision
After Effects

Visual Design

Branding
Iconography
Infographic
Illustration

Front-end

HTML
CSS
basic JavaScript

Language

English
Mandarin

/interests/

Lettering & typography
Singing
Crafting
Puzzles