

Visual designer with over seven years of industry experience creating intuitive user designs. Team player and problem solver with expertise in developing brand strategy, UX/UI interfaces, and graphic designs.

## EDUCATION

**Master of Arts, Web Design & New Media** | 2019

Academy of Art University

**Bachelor of Arts, Industrial Design** | 2009

University of South China

## PROJECTS

**UI/UX Design** [Venmo App Redesign](#) | 2018

Redesigned UX&UI of Venmo App, focusing on three functions: Optimizing the transaction process, clarifying the features entrance, and improving the social experience.

**UI/UX Design** [SmartDiet](#) | 2019

Created a new concept which records user's daily diet life smartly. I have dedicated throughout the entire design from the basic concept to the wireframes and visual.

## WORK EXPERIENCE

**UI/UX Designer** | iyashi | Oct 2019 – Present

Driving the whole design process, work end to end from discovery to implementation. Reduced the Cart Abandonment Rate and increased the Conversion rate for the product.

**Senior UI Designer** | Alibaba Group | Apr 2014– Jun 2017

Leading the visual design of Yulebao product, including branding, online product, and onsite market campaigns. The product gained 5 million users in the first year.

**Senior UI Designer** | Baidu | Nov 2012– Apr 2014

Designed the interface for Baidu Travel App2.0, Baidu Groupon App 1.0 –1.2 and Baidu Map App 5.5–6.1. Redefined the new version visual style of Baidu Map App6.0.

**Visual Designer** | Redsafi | Dec 2011– Nov 2012

Developed & pitched multiple visual and creative design ideas for clients including Disney, Microsoft, Paramount, and Red Giant.

**YANG  
ZHOU**  
UI/UX DESIGNER

## PORTFOLIO

[yangcreate.com](http://yangcreate.com)

## CONTACT

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(+1) 510-707-3721

## DESIGN SKILLS

User Research  
Wireframes/Mockups  
UI/UX Design  
Brand Identity  
Campaign Strategy  
Illustration/Graphics  
Visual Presentation  
Strategic Thinking  
Style Guides/Library  
Motion Graphics  
Web Design/Coding

## TECHNICAL TOOLS

Photoshop  
Illustrator  
Adobe XD  
Sketch  
Figma  
After Effects  
HTML/CSS  
JavaScript  
Procreate  
Premiere