

YUE ZHOU

UI/UX Designer

+ 1 857 272 8528
yuejoyee@gmail.com
www.yuejoyee.com
www.linkedin.com/in/yuejoyee

WORK EXPERIENCE

UI/UX Designer | iSmart Alarm, Inc

Mar 2017 - Present, 1 yr 11 mon, Sunnyvale

e-Commerce Website

- Lead the re-design of the home page iteration and product pages, improving the content structure, the framework for efficiency, product management, and UI/UX design.
- Improve the Shopping Cart & Checkout process experience efficiency and user completion rate.
- Create Alexa and IFTTT integration introduction pages.
- Standardize design system by creating a responsive website guideline to streamline future design and implementation.

Smart Home Security App

- Design a new Routine Module for a smarter automation experience.
- Design Alexa-skill integration log-in and verification process.
- Design for day-to-day function optimizations.

Marketing Campaign

- Create graphic design to collaborate with the marketing team in the app, web, email promotion iteration.
- Organize, conceptualize, and produce product video and photography.

UI/UX Visual Freelancer | eMonster Solution

Dec 2017 - Present, 1 yr, Remote collaboration

Cryptocurrency Platform - COINSEASON

- Designed a new visual identity with better quality and trustworthy image.
- Built the functional trading platform collaboratively within a limited time, including requirement inquiry, problem definition, user journey, sitemap, wireframing, prototyping and interaction design which result in better usability with a considerable design.
- Design logos which align with clients' branding strategy.

Visual Design Freelancer

Oct 2016 - Mar 2017, 6 mon, Boston

- Illustration Vendor for Bain & Company.
- Graphic Design for BrainCo.
- Visual designs for Various Digital Start-ups.

Visual Designer | Grokwise Education

Apr 2016 - Mar 2017, Boston

- Branding & graphic design.
- Internal website redesign.

Graphic Designer & Illustrator | Crystal CG. LLG

July 2013 - August 2014, 1 yr 2 mon, China

II Summer Youth Olympic Games Projects

- Editorial Design & Visual design for YOG Official Report.
- Drew scenes and elements for 2D animations.
- Defined visual style with the cross-functional team for a 3D animations.

EDUCATION

Boston University | MFA

Graphic Design | GPA: 3.81

2014 - 2016

Zhejiang University | BA

Visual Communication Design | GPA: 3.82

2008 - 2012

SKILLS & TOOLS

Design Skills:

UI/UX Design | Web & App, Scenario / Journey Map / User Flow / Wireframing / Prototyping / User Interface / Interaction Design / Usability Test

Visual Design

Graphic Design / Illustration / Motion / Infographic / Iconographic

Design Tools:

Sketch
Invision
Html & Css
Adobe Photoshop / Illustrator / Lightroom / Indesign
Adobe After Effects / Premiere
Cinema 4D

INTERESTS

Photography
Architecture & Landscape
Travel & Hiking

LANGUAGE

English Proficient Chinese Native