

Lixiang Zhou (Janice)

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SKILLS

Design:

Information Architecture
Concept Ideation
Storyboarding
Wireframing
Prototyping
Service Blueprint
Design System
Design QA

Research:

Contextual Interview
Qualitative Data Analysis
Journey Mapping
Heuristic Evaluation
Usability Testing
A/B Testing
Survey
Card Sorting

Tool:

Sketch
Figma
InVision
Adobe XD
Adobe Illustrator
Principle
Zeplin

Programming:

HTML/CSS
Python
Java

Language:

English
Mandarin Chinese

EDUCATION

Northwestern University | 09.2019 – 03.2021

MS. in Engineering Design Innovation

University of California, San Diego | 09.2015 – 06.2019

BS. in Cognitive Science, Human – Computer Interaction

EXPERIENCES

UX Design Intern | KEVA Health | 01.2021– Present

- Working closely with cross-functional teams to design and prototype remote care experience on mobile app and website for asthma patients
- Conducting interviews with asthma patients and physicians to build user profiles and user scenarios, and developing design ideas about user engagement

Product Design Intern | Yirental | 01.2021– Present

- Initiating the redesign project of navigation system and sharing rental features for the website of an online rental startup with 4k weekly users
- Working closely with developers, researchers, founder and marketing team to shape product roadmap

UX Design Internship | K12 | 06.2020– 08.2020

- Migrated existing design system to a centralized site and doubled the size of components by building a reusable pattern library for multiple products, used by design, marketing and development teams
- Developed a new information architecture for Design System to promote organization and scalability
- Designed individual component page format to address key design and development needs
- Initiated the student chat feature from scratch that set foundation of student interaction and engagement by creating prototypes and conducting research

UX Design Internship | SONIC Lab at Northwestern | 09.2019– 06.2020

- Owned the end to end redesign process for the desktop applications of multiple online social networking tools, satisfaction rate increased by 90%
- Rearranged information architecture of websites and developed wireframes and interactive prototypes in Figma
- Conducted user research and usability testing, and collaborated with researchers and developers to test on user flows, and iterated on prototypes

Visual Designer | International Family Union | 09.2018– 03.2019

- Led the design of the mini-program used in Wechat, shipped the features of emergency contact and events push, used by 20k users
- Designed the official website in multiple languages
- Designed posters, fliers and banners for events and activities
- Created brand guideline including logos, typographies, colors, and social media assets

PROJECTS

Starbucks China | UX/UI + User Research | 07.2020–10.2020

- Redesigned the reward info pages by gamifying the reward program on Starbucks mobile app, led the prototyping and iteration process

Feeding America | UX/UI + User Research | 01.2020–03.2020

- Led the design process of creating a digital interaction on delivery apps to encourage donations based on interview and observation findings