

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

Product Designer | Sprinklr | 04.2021– Present

- Designing and improving the voice call and live chat experience for the customer service product Modern Care, delivering user flows and prototypes;
- Collaborating with user researchers and PMs under tight deadlines to design new features and define product feature opportunities;
- Contributing in multiple initiatives in migrating design system to bring consistency to the end customers;

Product Designer (part-time) | Yirental | 01.2021– Present

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

UX Design Intern | KEVA Health | 01.2021– 03.2021

- Worked closely with cross-functional teams to design features focusing on increasing retention and conversion rate on mobile app;
- Conducted interviews with patients and physicians to build user profiles and user scenarios;

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 and created content on individual components page to promote organization and scalability ;
- Initiated a new 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 and the website, shipped the features of emergency contact and events push;
- Created brand guideline including logos, typographies, colors, social media assets, posters, and banners for events and activities;

PROJECTS

2020 Starbucks China UX/UI Design Redesigned the reward info pages by gamifying the reward program on Starbucks mobile app

2020 iRobot Strategy Design Established a hardware and service hybrid model for robotic lawn mower

2020 Feeding America UX/UI Design Designed a donation feature on a food delivery app

2020 P&G Product Design Designed a novel packaging solution for skincare products