

# ZHOUYANG LU

## UI/UX DESIGNER

Toronto, Canada  
647 832 4151  
lzydesign.com  
zhouyanglu@lzydesign.com

## SKILLS

### Design

UX/UI Design  
Design System  
User Research  
Data visualization  
Prototyping  
Web Design  
Branding Design  
Visual Design

### Software

Figma  
Sketch  
Adobe Creative Suite  
Photoshop  
After Effect  
Illustrator  
Adobe XD  
Autocad  
Rhino 3D

### Coding

Html5  
CSS  
JavaScript  
Java  
Processing  
Max8  
Arduino  
Unity

### Language

English  
Mandarin

## EDUCATION

### York University

Toronto, Canada  
Sept. 2019 – May 2021  
M.A, Digital Media

### York University

Toronto, Canada  
Sept. 2015 – May 2019  
B.A. Spec. Hons. Digital Media

## WORK EXPERIENCE

### Bybit Fintech Limited - Remote

2022.01-Present

#### UI/UX designer

Complete multiple sets of design systems, storyboards, screen flows, and interface designs for different product requirements. Communicate closely with the product department, help product and design colleagues conduct induction training, and complete competitive product analysis and user analysis often. Organize and plan workflows, lead design reviews, and deliver high-quality design documentation to development teams. Prepare wireframes and high-fidelity prototypes to assist with product prototyping and usability testing.

Act as a bridge between front-end and product colleagues, organize small meetings to address product/front-end/security issues. Carry out design sharing often, obtain design feedback from different departments in time, and make adjustments. Take the initiative to undertake the work and solve the problems encountered; complete the task efficiently and quickly.

### Tiantian International Group Co. - Toronto, Canada

2018.09-2020.09

#### Design Director

Independently build branding and design system/pattern library. Make storyboards and screen flows according to product requirements. Cooperate in depth with the development department to understand the animation performance of flatter; optimize the human-computer interaction of various applications. Create product prototypes for user testing and interviews.

Plan and produce marketing designs leading to successful campaigns to drive profits and increase market share. Identify technology solution alternatives in line with specific client objectives and challenges. Provide leadership, insight, and mentoring to team members to supply knowledge of various company programs.

### L-ZY Design Studio - Toronto, Canada

2017.05-2021.12

#### Founder

Successful in founding the L-ZY Design Studio; Demonstrated extraordinary ability in managing all stages of campaigns, deepening partnerships and boosting sales with creative and proactive approaches. Supported conceptual thinking processes to generate customized digital services across multiple platforms.

Crafted digital branding based on UI system layout, asset identification and project requirements. Worked with technical leads, engineers and designers to develop dynamic client-side web applications across various business areas.

### HCR Fitness Inc. - Toronto, Canada

2016.09-2018.09

#### Lead Designer

Worked closely with the production team in an agile workflow to design user-friendly and appealing application interfaces and websites for the company. Participated in promotional video projects that utilized the following formats: in-house animation, social media promotional content and graphic artworks.

## EXHIBITIONS

October 2021, *Not Suitable for Breathing*, The IEEE VIS 2021 Arts Program  
September 2021, *Wetrospective*, Art Gallery of York University  
May 2021, *Proximal Spaces*, FACTT – Festival of Arts and Sciences  
January 2021, *Proximal Spaces*, DesignTO Festival  
January 2021, *The Breathing Art*, DesignTO Festival