

# ZHOUYANG LU

## UI/UX DESIGNER

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## 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

2022.01-2022.06

#### UI/UX designer

Complete multiple sets of design systems, user processes, and interface designs for different product requirements. Close communication with the product department, helping product and design colleagues to conduct onboarding, and completing competitive product analysis and user analysis many times. Organize and plan workflows, lead design reviews, and deliver high-quality design documents to development teams. Sorts and catalogs all product and design documents, which assists subsequent search and retrieval of design records. anyone can quickly find and understand the files.

Act as a bridge between front-end and product colleagues, organize small meetings to solve product/front-end/security problems. Design sharing was carried out many times, and design feedback was obtained from different departments in time to make adjustments. Take the initiative to undertake the work and solve problems encountered; complete this task efficiently and quickly.

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

2018.09-2020.09

#### Design Director

Performance-oriented interface designer with excellent understanding of technologies, accessibility requirements and performance capabilities; Dedicated to optimizing human-computer interactions for diverse applications. Expert in design development and optimization. Resulted in creating successful campaigns to drive profits, increase market share and cement industry dominance for the organization.

Identified technology solution alternatives in line with specific client objectives and challenges. Provided 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 areas of business.

### 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 the video promotional projects that utilized some of the following formats: in-house animation, social media promotional content, 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