

ZHOUYANG LU

UI/UX DESIGNER

Toronto, Canada
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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

2022.01-2022.08

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