

ZHOU CHONGLING

Product / UX Designer

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EXPERIENCE

Product Design Intern | Facebook

Menlo Park, CA | Jun 2020 - Aug 2020

- Led the redesign of Usability Benchmarking Tool (UBT), an unmoderated user testing tool aiming at making Facebook easier for people to use. The new design has already been launched on Facebook.
- Synced with data scientist, content strategist and UX researcher to generate a user journey map and two design approaches based on past research data
- Built prototypes for user research
- Synced with UX researcher to conduct two rounds of research sessions with 11 participants and iterated design and prototypes based on each round's research summary
- Aligned with engineers and project manager on engineering scope
- Built specs for both Android and iOS, as well as multi-language localization
- Documented process and methodology to share with the larger organization

Video Game Design TA | Georgia Institute of Technology

Atlanta, GA | Aug 2020 - Dec 2020

- Held office hours to teach students to develop games using Unity
- Advised students on their games during team project presentations
- Graded assignments and team projects

UX/UI Design Intern | Sony

Shanghai, China | Oct 2018 - Mar 2019

- Redesigned Sony China's Intranet, which is used by thousands of Sony staff in China now
- Synced with another intern and our mentor to conduct task analysis, sitemapping, sketching, wireframing, interaction design, UI design, and stakeholder evaluation
- Generated a design library and documentation

Communication Designer | Freelancer

Shanghai, China | Sep 2014 - Jul 2019

- Conducted communication design and video editing for Xin Shi Advertising Agency's social media account, journals and souvenirs
- Redesigned China Think Tank's website
- Designed posters, invitation letters, slides and certificates for Sino-Italian Campus of Tongji University

UX/UI Designer, AR Research Assistant | Siemens / Tongji University

Shanghai, China | Sep 2018 - May 2019

- Built an AR app for Siemens using ARKit 2 to help engineers place radio transmitters at factories
- Conducted wireframing, interaction design, UI design, 3D modeling, video prototyping, and stakeholder evaluation
- Researched both 2D and 3D AR spacial data visualizations to show engineers the strength of radio signals by building and testing AR interactive prototypes with other designers and developers

Artwork Design Intern | Starbucks

Shanghai, China | Jun 2018 - Sep 2018

- Designed artworks for Tian Jin Flagship Store, Xia Men High Profile Store, and Shanghai Princi for Starbucks' branding in China

PROJECTS

Social VR for Conferences | Master's Project, Web VR

Aug 2020 - Apr 2021 (ongoing)

- Design and develop a VR social room as a test ground for different features to improve social VR for conferences

EDUCATION

Georgia Institute of Technology

Atlanta, GA | Aug 2019 - May 2021

MS Human-Computer Interaction

Tongji University

Shanghai, China | Sep 2014 - Jun 2019

B.Eng Product Design

Parsons School of Design, The New School

NYC, NY | Aug 2017 - Dec 2017 | Exchange

Programme

B.F.A Product Design

SKILLS

Competency

Product Design, UX Design, Interaction Design, Industrial Design, Media Design, Visual Design

Design

Storyboarding, User Journey, Information Architecture, Wireframing, Prototyping, Sketch, 3d Modeling, Physics Model

Research

Competitive Analysis, Heuristic Evaluation, Documentation Mining, Task Analysis, Interviews, Surveys, Card Sorting, Usability Testing, Contextual Inquiry, Evaluation, AB Testing

Tools

Sketch, Framer, Figma, Adobe Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Unity, Blender, Rhinoceros, Keyshot

Programming

Javascript, C#, HTML, CSS

LEADERSHIP

Head of Publicity Department

Feb 2015 - Jan 2016

Tongji University Red Cross Organization

Head of Publicity Group

Sep 2016 - Jan 2017

International Department, Student Union, Tongji University

ACHIEVEMENTS

Shanghai Universities Industrial Design Competition

2017 - 1st Place

Shanghai Municipal Education Commission

Tongji University Scholarship

2017 - 1st Place, 2018 - 3rd Place, 2015 - 3rd Place

Tongji University