Quincey Zhou

Product Designer

You can find my **recommendation/testimonial** here: www.linkedin.com/in/quinceyz/
+353 (87) 714 4752 || zhouquincey@gmail.com || Portfolio: www.quinceyzhou.com/
Dublin, Ireland || Willing to relocate || Stamp 1G visa for 2 yrs

EXPERIENCE

Product Designer

Bytedance - Helo (Social Media App)   May 2020 - Aug 2022 - 2.5 years

ByteDance, a top Chinese tech firm, serves roughly 2 billion monthly active users across its platforms, with TikTok being one of its flagship video-sharing apps.

Design
- Engaged proactively in usability testing efforts, utilizing competitive analysis and user testing to validate design choices and follow best practices for features such as the Notification and Feed pages, the core features of social media apps.
- Collaborated closely with cross-functional teams to create end-to-end experiences, including designers, UX researchers, developers, and project managers, to ensure effective communication and alignment throughout the process

Strategy
- Leveraged qualitative and quantitative methods to conduct projects across all stages of research - discovery, exploration, testing, and listening. Applied various methodologies (qualitative interviews, competitive analysis, A/B testing, usability testing, etc) to enhance product metrics such as user retention
- Outlined product optimization directions by producing over 20 reports that presented recommendations, including user experience analyses, competitor analysis, user persona reports, etc., with 70% of the recommendations being implemented

Team
- Used objective and consistent methods to prioritize features or projects
- Interviewed and mentored 2 new hires to help them quickly adapt to the team and projects. Led multiple training sessions to educate peers on conducting ux interviews, etc.

CERTIFICATION

Coursera   Aug 2023 - Sep 2023 - 2 months

- Utilized industry-standard design tools such as **Figma** and **Miro** to ideate, prototype, and iterate on design solutions
- Created user stories, user flows, wireframes, low fidelity/high fidelity mockups, UI iterations and prototypes
- Developed end-to-end experiences with effective visual communication, including typography, color, space, and contrast

EDUCATION

MSc. Human-Computer Interaction
University College Dublin
2022 - 2023, Ireland

Bachelor of German
Guangdong University of Foreign Studies
2016 - 2020, China

UX SKILL

User flows
Wire-framing
Prototyping
Style guides
UX Interviews
Personas
Diary Study
Focus Group
Questionnaire
R Language

TOOL

Figma
Photoshop
Miro
SurveyMonkey
Google Survey
Microsoft Suite
ChatGPT
Notion