





Xinlu(Daisy) Zhou

User Experience Designer

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EXPERIENCE

UX Designer | Microsoft - Power Platform (contract via Kforce)

Aug 2022 - Present | Remote

- Design an enterprise-grade low-code SaaS Platform for creating, hosting, and administrating rich business websites.
- Contribute on data workspace by refining the creation experience of data powered component with AI power. Grow MAU by 140% once features shipped and helped achieve 83% satisfaction in a product benchmark test.
- Work closely with other designers, PM to define the user experience and create user flows, wireframes, mockups, and interactive prototypes with demonstrated accessibility for complex scenarios.
- Work with other PM to help deliver marketing design projects for the multiple Microsoft events (GA/Build/Ignite/Inspire).
- Support the Design team included learning best accessibility practices, establishing design patterns, and defining accessibility specs for new features.

User Experience Designer | Capstone Project Advised by Assurant

Aug 2021 - Dec 2021 | Ithaca, NY

- Collaborated with Assurant UX team to create a universal navigation that incorporates all the Lines of Business.
- Conducted qualitative/quantitative research using surveys, interviews, affinity diagram, personas, journey maps. Created wireframe and hi-fidelity prototypes through Figma.
- Communicated results to Assurant UX team via weekly design review meeting and solicited feedback on final design solutions.

Product Design Intern | Trusli (previously Sleegal.AI)

Jun 2021 - Jan 2022 | San Francisco, CA

- Created the new design of company's official website which optimized for various screen sizes. Worked with engineers to launch new website.
- Led design team to evaluate and enhance the clients' searching experience on current website.
- Built and maintained the design system with other designers. The site conversion rate has risen dramatically from 0.2%-2.4%.

Product Designer | Crania Technology LLC

March 2020 - March 2021 | San Diego, CA | F1-OPT

- Investigated the hidden problems of the app and users' painpoints, and proposed feasible solutions.
- Developed information architecture, wireframes, interactive prototypes individually and collaborated with other designers to build new design system.
- Presented UX design iterations to PM and engineers in design reviews.
- Increased daily active users by 20% and user satisfaction by 50% once new version application was launched. Assisted the company successfully in receiving a series A funding.

ACTIVITIES

Graduate Teaching Research Specialist | Cornell University

Aug 2021 - present | Ithaca, New York

Instructional Apprenticeship | UCSD Cognitive Science Department

Sep 2019 - Dec 2019 | La Jolla, California

Vice President / HR Chair | Triple C (Chinese Computer Community)

Sep 2018 - Dec 2019 | La Jolla, California

EDUCATION

CORNELL UNIVERSITY

ITHACA, NY, USA

Master of Information Science(UX) | 4.0

Jan 2021 - May 2022

UNIVERSITY OF CALIFORNIA, SAN DIEGO

LA JOLLA, CA, USA

Bachelor of Cognitive Science,

Human-Computer Interaction

Bachelor of Human Biology | 3.9/4.0

Sep 2015 - Dec 2019

SKILLS

DESIGN

User Flow

Prototyping

Wireframing

Storyboarding

Visual Design & Branding

Information Architecture

Data visualization

RESEARCH

Persona

Affinity Diagram

Contextual Inquiry

Comparative Study

A/B Testing

Usability Testing

Competitive Analysis

Tools

Sketch | Figma | Principle

InVision | Adobe Creative Suite

DEVELOPMENT

HTML | CSS | Javascript

Java | Python | R studio | Vue.js

LANGUAGE

English | Chinese | Korean