

XUETING ZHOU.

07536212445

xueting_zhou2022@163.com

London, England

EDUCATION

Kingston University

MSC in User Experience Design

Distinction

2021.09 - 2022.11

Xiangtan University

Bachelor of Arts in Industrial Design

2.78 (79.3%)

2016.09 - 2020.06

PORTFOLIO

xuetingzhou.com

AWARD

National Exterior Design Patent

2018.06

Channel Cup Industrial Design Competition

Business Incubation Qualifications

2017.10

TOOLKIT

Microsoft office, PhotoShop,
Illustrator, InDesign, Axure, Figma,
After Effects, Premiere Pro

Rhino, Keyshot, Arduino, 3D Max

LANGUAGE

English; Mandarin

EXPERIENCE

Operation Specialist

Panda Fresh | London | 01/2023 - 12/2023

■ Utilized Excel and back-stage databases to **analyze supply chain transactions**. Proposed data-driven solutions to **optimize processes and enhance user experiences** — guaranteed 90% or more fulfilment rate.

■ Collaborated closely with cross-functional teams, to implement **process enhancements** and ensure a cohesive user journey. **Enhance overall satisfaction to more than 95%**.

UX/UI Designer

ND Mind Health | London | 07/2023 - 09/2023

■ Work closely with **engineers and Marketing team**. Launching primary market research to define the features with PM, and design MVP.

Product Designer

ITLEAD Info & Technology Co., Ltd | GuangZhou | 07/2020 - 06/2021

■ Negotiate with client and PMs, improved the accessible of the service platform for SHEKOU Container Terminal from **desktop research, usability test, streamlining the IA and sketching prototypes**. Increased the 2% exporting rate.

■ Daily operating and iterate of the responsive website by creating attractive **UI kits and illustrations**, owned knowledge about **HTML and CSS**. Responsible for promotional posters, brochures and other visual communication materials.

EXTRACURRICULAR

User Experience Designer

Kingston University & Scabal | London | 02/2022 - 05/2022

■ Chaired meetings and led design for combining **AR virtual fitting rooms** and **AI intelligent recommendations** to optimise customer suit customisation.

Design Researcher

Open laboratory & Mango studio | XiangTan | 09/2017 - 09/2018

■ Coordinated for the **design of commemorative products** for the University's 60th anniversary.

■ Developed an **application for campus courier pick-up service** from 0 to 1, and adopted a three-month pilot within our Faculty with 300+ users.

Design Director

Chinese University Students DV Committee | XiangTan | 06/2017 - 09/2018

■ Lead the creative team to design posters, spray-painting, and promote materials for the 9th China Student DV Art Festival. The event attracted teams from **160 universities** and covered an audience of **over 3,000**.