



ARIEL ZHOU

My focus is to deliver the cutting-edge digital product with the best UX approach for every project, and I aim to help every business to solve any existing pain points and strive for the strongest visual impact and outcome with my design.

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Portfolio: www.arielzhou.com

EXPERIENCE

G SQUARED

UI/UX Designer Oct 2018 - Present

Research, design and delivery of digital solutions and experiences

- Facilitated UX workshop with the project director, conduct detailed UX research, including competitor analysis, usability review, define personas, provide project opportunities and insight using various analytics tools
- Created detailed, annotated sitemap and UX flows
- Created highly dynamic interactive low-fidelity prototype and delivered high-fidelity UI prototype with Adobe XD
- Planned, facilitated, and reported on usability testing sessions

GP ADVERTISING (HARVEY NORMAN)

Mid-Weight Digital Designer Oct 2016 - Oct 2018

Designed and developed digital creative across Harvey Norman AU/NZ, Domayne and Joyce Mayne brands. Responsible for daily jobs such as design and develop EDM and campaign website, HTML5 display ad and social media content.

- Developed EDM modules that consistently rendered across all email clients
- Executed numerous key digital custom campaigns within a fast-paced environment
- Constantly took on challenges and brought in new creative solutions into daily work

FOUR SEA DIGITAL AGENCY

UI/UX Designer & Co-founder Nov 2015 - Jan 2017

Led web projects for Australia local small businesses with other designers and developers. My focus included:

- Visual identity and branding design
- Researched, redesigned and developed websites across all digital platforms
- Developed marketing collateral and project proposal, liaising with clients and managed deadline in an agile management framework

OPTIMAL MANAGEMENT PTY LTD

Graphic & Web Designer 2012 - 2016

EDUCATION

UNIVERSITY OF SYDNEY

Master of Interactive Design and Electronic Arts

08/2011 – 05/2013

ACADEMY OF INFORMATION TECHNOLOGY

Advance Diploma of Screen and Media

04/2009 – 07/2011

SKILLS

User Research	Wireframes
Competitor Analysis	UI Design
Personas	Interactive
Experience Strategies	Design/Animation
Sitemap	Adaptive Web Design
User Flow	Rapid Prototyping
User Cases	
Usability Review	
Heuristic Evaluation	
Information Architecture	

PROGRAMMING & TOOLS

HTML5/CSS3	Photoshop
Bootstrap	Illustrator
Elementor	After Effect
	Premiere Pro
	Adobe XD
	Sketch
	Invision

LANGUAGE

English	● ● ● ● ●
Mandarin	● ● ● ● ●