ZOI CHOU

Senior Product Designer

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Experience

Health2sync / Senior Product Designer

2022.01-Currently

- Discovered and leveraged new opportunities to enhance user engagement through data analysis and user research.
- Led a team of junior designers to manage cost-effective design components. Focused on promoting emotionally driven designs for improved user experience.
- Planned and executed usability tests before feature launches, utilizing GA and Firebase to evaluate post-launch performance.
- Regularly conducted surveys to collect feedback and drive continuous improvements.

VeryBuy / Product Designer

2020.02-2022.11

- Collaborated with the Growth Team to identify UX opportunities and solve key issues, leading to increased revenue. Improved ATC% by 0.15%, order conversion rate by 2%, and average order value by 5%.
- Conducted regular surveys to track post-purchase satisfaction and iterated designs to meet experience standards.
- Utilized GA, Firebase, and SENSORS to continuously optimize the online shopping experience.

iStaging / UIUX Designer

2019.07-2019.11

- Led design for key VR products, executing UX testing and optimizations to enhance usability.
- Initiated user research through questionnaire design, task creation, and conducting usability tests and interviews.
- Analyzed and quantified insights to develop Customer Journey Maps and Personas, refining the overall user experience.

Previously

Honhai / UI Designer

2017.08-2018.05

Google / UX Designer Intern

2016.07-2016.10

TrendMicro / Visual Designer Intern

2015.07-2015.10

Education

NTUST / Master Degree Of Design

2014-2017

Focus：UX Research, Usability Testing, Human-Computer Interaction (HCI)

Skills

UIUX Design

Wireframes
Prototyping
Style Guides
Interaction Design

User Research

Usability Testing
A/B Testing
Competitor Research
Questionnaire Survey
Interviews

Design Strategy

Personas
Opportunities Exploration
Ideation
Information Architecture
User Journey Thinking

Data Analysis

GA
Firebase

Tools

Figma
Sketch
Illustrator
Photoshop
Lotties
Abstract
ChatGPT