

Maxine Zhou

UI/ UX Designer

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ABOUT

I'm a UX/UI designer with an **Art background**, passionate about validating and iterating design solutions through **rapid prototyping and testing**. I am dedicated to designing intuitive and delightful products that bring value to both users and businesses.

SKILLS

User research, Wireframes, Prototypes, UI design
User-Centered Design, teamwork, presentation

TOOLS

Figma, Sketch, Protopie, Adobe Suite

EDUCATION

Brunel University London

MSc Integrated Product Design
Oct 2021 - Dec 2022

Sichuan Fine Arts Institute (China)

BA Public Art

EXPERIENCE

Junior UX/ UI Designer

London, UK

Radically Digital

Oct 2023 - Jan 2024 Full-time

Led the design for three pitch decks, **visualising complex business ideas** through the development of interactive prototypes to address UX issues.

(One proposal emerged victorious with JCDecaux)

Collaborated closely with the engineering team, **streamlining the design to free up time for development** to focus on more significant tasks, ultimately making their work easier.

Led workshops with **potential clients** and helped them to develop their business requirements and expectations.

Took charge of the **brand and digital marketing design**, including content creation for **Instagram, LinkedIn, and social events**.

Digital Designer

Remote

Hazeltalent co.

Apr 2020 - Present Freelance

Established their **branding**, designed, and successfully trademarked **six logos** using Adobe Creative Suite, all of which are continue to be in use.

Product Manager Assistant

Chongqing, China

Wumo Internet Technology co.

Jul 2021 - Sep 2021 Internship

Developed information architecture, wireframe design, and initial prototype for a community marketplace app.

Designed marketing contents that **boosted user engagement by 3000%**.

(From 600 views to 21,000 views in WeChat articles)

AWARDS

Best Innovation Award

London, UK

Heathrow Innovation Challenge,

Mar 2022

awarded by Santander Bank(£1000)