Maxine Zhou

UI/ UX Designer

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EDUCATION

Brunel University London

MSc Integrated Product Design

Oct 2021 – Dec 2022

Sichuan Fine Arts Institute (China)

BA Public Art

Sep 2017 – Jun 2021

ABOUT

I am a creative problem solver who loves to use novel approaches and knowledge from diverse fields.

My sense of aesthetics and technical experience in User-Centered Design and Design Thinking are valuable asset for any design team.

SKILLS

Figma, Sketch, Axture,
Adobe Creative Cloud,
Procreate, iMovie

EXPERIENCE

Junior Product Designer
London, UK

Radically Digital · Oct 2023 – Jan 2024 · Full-time

Led design on three proposals, developing high-fidelity wireframes and interactive prototypes addressing UX issues.
(One proposal won with a major outdoor advertising corporation)

Collaborated closely with the engineering team, resolving unforeseen delivery issues by adapting wireframe designs to **accommodate technical limitations**.

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

Designed **10+** print and digital marketing assets to establish brand identity.

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)

Graphic Designer
Remote

Hazeltalent co. · Apr 2020 – Present · Freelance

Designed and trademarked **six logos** using **Adobe Creative Suite** which were accepted by the client.

AWARDS

Best Innovation Award
London, UK

Heathrow Innovation Challenge,
awarded by Santander Bank(£1000)

Mar 2022