



ICEY / QIYUN ZHAO CHU

User Experience Designer & Illustrator

Based on San Francisco Bay Area

www.icey.design

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PROFILE

Creative, goal-oriented, and analytical professional, with a hands-on background in user experience, product, industrial, architectural, interior design and development. Skilled in hand sketching, illustration, and mobile, desktop, and web designing. Highly capable of conceptualizing design initiatives and identifying issues and new paths toward improvement through active critical thinking, decision-making, and problem-solving abilities. Equipped with an organizational aptitude to achieve set-forth objectives within challenging environments. Active team player, with solid interpersonal and communication skills who enjoys collaborating with multifunctional teams to achieve common goals.

SKILLS

Strategic Planning and Implementation / Brand and Application Optimization / Design Process Development / Customer Interview / UX/UI Design Team Coordination / Platform Compatibility / Research / Experience in mobile, desktop and web designing / Flexible use of design thinking in a variety of design fields. / Strong empathy, / motivation, and execution / Product thinking and critical thinking. / Excellent hand drawing. / Good at illustration;
Technical: Sketch / Adobe Illustrator / Principle InVision / 3D Modeling / AutoCAD / Revit /

EXPERIENCE

- Cisco Systems** San Jose, CA 2017 - Present
User Experience Designer
 Function as a member of the Cisco WebEx Team app, in charge of creating, sharing, and fulfilling a wide array of tasks through online collaboration to help users improve their efficiency; Maintain active involvement in product development meetings in partnership with cross-functional teams; Assume accountability in translating concepts into prototypes and user flows leading to user experiences; Employ evaluation skills in determining design problems and generating innovative solutions; Conduct research and user testing to facilitate the vision of the client improving the product; Take full charge of redesigning the meeting calendar feature; Apply collaborative skills in the product implementation for various platforms, such as a desktop, mobile, and web product. With a goal to provide a complete collaboration suite for teams to create, meet, message, whiteboard, and share, thereby improving work efficiencies for customers.
- VeeR VR** Palo Alto, CA 2017 - 2018
Product Designer
 Conceptualized a design guideline for User Interface (UI) and User Experience (UX) teams; Developed a design guideline for VeeR VR company to upgrade the product UI; support an English version news app based on ifeng.com; Exemplified expertise in enhancing the brand through improvement of the design guidelines and characterization, components, elements, style, color, and others;
 Efficiently handled the update of optimization on UI and UX for new version release - VeeR VR 2.0; **Played an integral role in boosting the download rate to 30% compared to VeeR VR 1.0; Increased user retention rate on VeeR VR 2.0 based on results of post-upgrade user testing.**
- Particle Media Inc.** Santa Clara, CA 2015 - 2017
User Experience Designer & Product Designer
 Demonstrated leadership capability in the end-to-end design and process development including strategic planning and customer prospecting toward attainment of target product pixels; Collaboratively executed the implementation of Newsbreak, a news aggregator with an objective to provide users with content personalization, including the filtering of any unuseful contents; **Administered the design of personalized news app New Break which became the top three Android apps list, along with download users that are more than ten million; Received 2015 Best New App and App Store iOS 9 Great app.**
- Nihola Bikes** Copenhagen, Denmark 2013
Industrial Product Designer
 Worked with a project as an exchange student which included tasks in strategic planning, brainstorming, collaboration, timeline management, user research, and problem ideation; Earned distinction by adopting of Nihola Company with the design solution project.

EDUCATION & CERTIFICATION

Master of Fine Arts in Interior Architecture and Design, 2015

Academy of Art University, San Francisco, CA, USA

Bachelor of Fine Arts in Environmental and Architectural Design, 2012

Jiangnan University, China

International Exchange Student Program in Industrial and Product Design, 2011

Copenhagen University College of Engineering (IHK), Copenhagen, Denmark

Human-Computer Interaction Extension Program, 2016

University of California, San Diego, San Diego, CA / Coursera Course Certificates (Online)