Lihan 'Neil' Zhu

Product Designer / UX Designer

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Experienced in product exploration, data-driven redesign, and product design from 0 to 1. Among the sharable data, **the products' KPI improvements with my help range from 30% to 150%.**

EXPERIENCE

AR Queue

Head of Product and AR Design

Jul. 2019 - Present | SF Bay Area, CA

- Product: consumer-facing AR-enabled mobile apps.
- Lead and operate the UX/UI/AR design and research of 2 AR-enabled mobile apps from 0 to 1. One app will be beta launched in 2021Q1.
- Research and analyze intensively to support strategy making and fundraising.

Salespad

UX/UI Designer, Contractor

May - Nov. 2020 | Grand Rapids, MI (Remote)

- Product: a 2B top-of-funnel survey tool.
- Started in ambiguity with limited resources, explored and created the survey and its user flow to lead efficient conversations with prospective clients. The Sales team scored their likelihood to recommend this tool as 85%.

Dealership Advantage

UX Designer, Contractor

Mar. - June 2020 | Grand Rapids, MI (Remote)

- Product: a 2B web app for dealer management.
- Redesigned a Dealership Management System to boost the user experience for salespeople. It has increased users' working efficiency by ~87.5%.

LAC Studio

UX/UI Designer, Contractor

Jul. - Nov. 2019 | Shanghai, China (Remote)

- Product: a website & an internal tool for a design educational organization.
- Redesigned website and increased prospects' likelihood to consult by ~150%.
- Created an internal tool and improved the working efficiency by ~45% - 55%.

DNAnexus

UX Designer, Intern

June - Aug. 2018 | Mountain View, CA

- Product: features on a 2B web app for biotech analysis
- Drove end-to-end UX efforts in a feature that would shorten the user flow considerably. The feature was launched in early 2019. A user of the feature claimed it had increased his R&D working efficiency by ~30%.

EDUCATION

University of Michigan

MS in Information (Specialized in HCI)

Class of 2019

Master of Architecture

Class of 2017

Zhejiang University (Top 5 in China)

Bachelor of Architecture

Class of 2015

SKILLS & TOOLS

UX Design

Storyboard	User Journey
Persona	Sitemap
Interaction Map	Wireframe
Lo-Fi Prototyping	Hi-Fi Prototyping
Story-telling	AR/VR UX Design

UI/UX Design Tools

Sketch	Figma
InVision	Adobe Suite
Principle	Framer

UX Research

Contextual Inquiry	Competitor Analysis
Survey	Heuristic Evaluation
Usability Test	Participatory Design
Expectation Test	Affinity Wall

Coding

Python	HTML & CSS
JavaScript	jQuery
D3JS	A-Frame
Cinder (C++)	Processing (Java)
Angular	R

3D Design Tools

Unity	Maya
SketchUp	Grasshopper
Rhino	AutoCAD
Revit	