Jamie Zhou

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EDUCATION

Savannah College of Art and Design (SCAD)

B.F.A in UX design

Expected: 2027

EXPERTISE

UX design

Marketing

Business Strategies

Information Architect

Design Consulting

SKILL

Design
A/B testing
UX/UI Design
Prototyping
Storyboarding
Branding

Technical

Figma   HTML/CSS
Adobe Suite   JavaScript
Rhino   Python
UserTesting
Chatgpt

LANGUAGE

English (Fluent)

Mandarin (Fluent)

Internship Experience

Ipsos | Jun 2025– Present | Hybird
UX & Market Researcher

- Supported **L'Oréal** medical aesthetics project by localizing and translating legal contracts (EN→CN) for Chinese regulations and cultural fit, while conducting **A/B testing** on multiple product prototypes to evaluate user comprehension and engagement.
- Led **Moment of Truth (MOT)** outputs for both automotive (NEV/fuel vehicles) and smart kitchen projects, designing scenario-based testing to capture user reactions at key touchpoints.
- For **GAC (Guangqi) automotive project**, conducted **10+ hours of in-person user interviews** and data collection in Beijing and Suzhou, covering different service and ownership scenarios.
- **Designed and analyzed** user surveys, segmented audiences using **Excel-based analysis**, and delivered actionable insights to guide client strategy.

Re.dream | Aug 2023 – Present | Hybrid
Founder & Content & Growth Strategist

- Founded an **online media brand exploring** the intersection of design and business for young creators.
- Produced and distributed educational content **across WeChat and TikTok**, reaching over **100k total views** and **1,000+ likes**.
- Built and maintained **a consistent brand voice,** driving engagement and deepening audience interest in **UX and entrepreneurship.**

Program Experience

MoodLog | March 2025 – May 2025| Interactive Emotion-based Web App
UX researcher & Product Manager

- Designed the **app's UI** in Figma and translated designs into functional code using **HTML, CSS, and JavaScript**, implementing dynamic data attributes and sessionStorage for emotion tracking.
- Structured code for scalability, integrating **semantic HTML and ARIA** labels to meet **WCAG accessibility standards**.
- Addressed usability issues from user testing, improving **layout consistency**, **color contrast,** and **interactive clarity**.
- Built **responsive CSS layouts with media queries** for seamless desktop and mobile experiences.
- Developed flexible design patterns accommodating **dynamic content** and **scalable grids**, enhancing c**ollaboration between design and development**.

Inspark | Jan 2024 – Jul 2025| AI-powered Education Platform
UX researcher & Product Manager

- Led conceptual design of **an AI-driven educational platform** for career discovery and skill building.
- Conducted **100+ hours** of interviews with international students **across 3+ countries** to identify challenges in purpose, direction, and collaboration.
- Mapped **diverse user journeys, defined feature sets,** and aligned solutions with cross-cultural student needs.
- Built **early prototypes in Figma** and **integrated ChatGPT AP**I (on the ChatGPT platform) to create adaptive, personalized guidance features.