

Yan Amy Zhou

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EDUCATION

University of California, Irvine

Expected Graduation: June 2026

Bachelor of Arts in Business Administration, Bachelor of Science in Informatics

GPA: 3.94

Relevant Coursework: Project Management, Strategic Management, Data Analytics, UI/UX, Python, C++, Data Management

WORK EXPERIENCE

Design @ UCI

August 2024 - Present

Design-a-thon Design Director

Irvine, CA

- Led a committee to design the Design-a-thon website, creating a cohesive theme and branding for the competition, resulting in a **40%** increase in web traffic and a **30%** boost in attendee engagement through higher click-through rates and user interactions
- Collaborated with developers to implement design elements of the Design-a-thon website aimed to optimize navigation and user experience, contributing to a **50%** increase in registrations and participant engagement YoY
- Attracted **260+** beginner to advanced designers from **34** distinguished universities for annual Design-a-thon competition

COVP - Campus Organization and Volunteer Program @ UCI

September 2023 - June 2024

Graphic Designer / UI/UX Designer

Irvine, CA

- Designed 44th annual Anteater Awards website by creating a case diagram, user flow chart, wireframes, and hi-fi prototype with Figma and WordPress, resulting in increased event visibility for **650+** registered campus organizations
- Refined email designs and campaigns with Mailchimp, refining email templates and optimizing campaign elements through A/B testing; distributed bi-weekly newsletters to **1,642** campus organization leaders, achieving a **76%** open rate and **4.5%** click rate
- Integrated an Instagram carousel feature on WordPress website using HTML, achieving a peak viewership of **15.5K** views

Nihon Kohden America

May 2023 - January 2024

Marketing Intern

Irvine, CA

- Piloted a prioritization tool for growth opportunities and software development projects, streamlined autopilot scoring, and established a routine for project/proposal intake and review, resulting in an **80%** reduction in manual tasks
- Delivered results to the marketing team and trained **25** members, boosting process efficiency and project turnaround time by **30%**.
- Managed LinkedIn and Facebook by developing a content strategy, achieving a **31.7%** growth in page views, a **23.9%** increase in unique visitors, and an **18.9%** rise in custom button interactions, enhancing visibility and brand presence within **1** month
- Redesigned infographic for clearer messaging and produced customer facing promotional flyers while also developing **4** marketing toolkits utilized by **240** employees during trade shows, spanning marketing, sales, and clinical teams

PROJECTS

Markit

January 2024 - May 2024

Lead UI/UX Designer

Irvine, CA

- Managed a team of 5 UI/UX designers to create a detailed app prototype over 8 weeks, focused on finding the cheapest groceries through high-fidelity wireframes, prototyping, user flows, and rigorous usability testing creating a consistent UI component
- Executed UX research by surveying **93** individuals and compiling competitive analysis across **6** companies to enhance design decisions and refine the app's direction based on user feedback, resulting in 2nd place out of 9 teams
- Oversaw **3** design iterations, coordinating task delegation and collaboration to meet project deadlines while ensuring design consistency and alignment with user needs, resulting in a seamless user experience across **20+** app components

Impromptu

October 2023 - January 2024

Product Designer

Irvine, CA

- Directed a team of **4** to design "Impromptu," an app addressing artist block and minority underrepresentation in art community
- Conducted user research and competitive analysis, gathering insights from **74** respondents and evaluating platforms like Tumblr, Pinterest, and MidJourney, resulting in weekly creative prompts, user engagement tools, and spotlighting marginalized creators.
- Presented to a panel of judges from LEGO, Uber, Indeed, SAP, and Deloitte, achieving 4th place (honorable mention award)

SKILLS & INTERESTS

Skills: Microsoft Office 365, Google Suite, Figma, Creative Cloud (Adobe Photoshop, Illustrator, In Design, Premier Pro, Lightroom), WordPress, Canva, Webflow, Hootsuite, SquareSpace, CapCut, Procreate, Protopie, Miro, Sketch, Zeplin, HTML, Python, C++

Certifications: Udemy, Google UX Design Professional Certificate, UI/UX Design Specialization by California Institute of the Arts

Languages: English (native), Fuzhounese (native), Mandarin (native), Spanish (conversational)

Interests: Gel Nails, Water Coloring, Traveling, Thrifting, Cooking, Fashion, Photography, Cafes, Scrapbooking, Interior Design