

Shiyu Zhao

UX Designer

<https://www.shiyu.design/>

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Results-driven UX Designer with 2+ years of end-to-end product design experience in e-commerce and AI-powered platforms. Led 13 shipped projects at a leading DACH e-commerce platform, with full ownership of feature design cycles. Proven collaborator with developers and product owners. Fluent in English, German (C1), and Mandarin.

🕒 Experience

UX/UI Design Working Student

Oct 2024 - Feb 2026

empiricom | Bamberg, Germany

- End-to-End Feature Ownership:** Independently designed the Drupal Preview interface from initial research and sketching through iterative feedback rounds to final developer handoff – the most complex and impactful deliverable of the internship.
- Cross-Functional Collaboration:** Sole designer in App Refinement sessions with multiple developers; confidently defended Filter & Sort Option design decisions against technical questions, gaining stakeholder alignment.
- Platform Migrations (3 projects):** Led iOS App, empiricom website, and BAUR Gruppe career page migrations from Zeplin to Figma, building deep mastery of the internal design system, component library, and web-vs-app design distinctions.
- UX Optimization (8+ tickets):** Delivered targeted improvements including Message Center visibility, bottom navigation bar, checkout alert flow, bold text search suggestions, and Back-to-Top button – each improving design consistency and user flow across platforms.
- Accessibility (a11y):** Applied WCAG accessibility standards across all new UI elements and feature work; identified it as a key area for deeper future focus.

Interaction Designer Intern

Jan 2023 - May 2023

Xkool Technology | Shenzhen, China

- Overhauled information architecture and design system for BuildingCreator (AI-powered architectural drawing software), achieving a 20% increase in task completion speed and establishing platform-wide design consistency.
- Designed and launched the company's new blog site UI/UX from scratch, exceeding content engagement targets.
- Designed and iterated AI-powered features from concept to production, ensuring accessibility (a11y) compliance across all new elements.

🎓 Education

Usability Engineering MSc

Sep 2023 - Feb 2026

Hochschule Rhein-Waal | Kamp-Lintfort, Germany

Major in UX Design, Interaction Design, User Research · GPA: 1.46 / 1.0

Architecture BSc

Sep 2019 - Jul 2022

University of Reading | United Kingdom

Major in Architectural Design · First Class Honours

🔧 Skills

UX Strategy & Research

User Experience Design
User Interface Design
User Research & Testing
Persona & User Flow Development
Design Thinking
Accessibility (a11y)

Prototyping / Developing

Figma, Adobe After Effect, Adobe Illustrator, Adobe Photoshop, Cinema 4D, V-ray, Sketchup, Rhino, Webflow, Midjourney

Coding

HTML/CSS

🏆 Recognitions

The Alex Tucker prize for Excellence in Representation 2022

🗣️ Languages

English

Professional

German

C1 Fluent

Mandarin Chinese

Native