



ZHENG ZHOU

Date of Birth: June 1992

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Internationally trained designer and strategist with 2-year professional experience. Strong analytical and problem solving skills. Knowledge of service design, user research, product development and business analysis.

SKILLS

- Service Design
- User Experience Design
- Architectural Design
- Space Design
- Web Design
- Market Research
- Branding / Marketing
- Business Analysis

SOFTWARE

- Sketch
- Photoshop
- Illustrator
- InDesign
- SketchUp
- Rhino
- V-ray
- AutoCAD
- Word
- Excel
- PowerPoint

LANGUAGES

- English
- Mandarin

EDUCATION

Master in Design Management

Pratt Institute, New York, US

08/2016 - 05/2018

Bachelor of Architecture in Architectural Design

Central Academy of Fine Arts, Beijing, CN

09/2010 - 06/2015

EXPERIENCE

Research Analyst at RET in Beijing, CN

03/2019 - 07/2019

- Wrote articles, reports, and case studies in commercial real estate topics;
- Generated insights through desk research, interviews, and market analysis;
- Created visual design materials for content and marketing use.

Management Trainee at Sunshine100 Co.Ltd. in Beijing, CN

11/2018 - 03/2019

- Conducted research and case analysis for product handbook.
- Assisted in project management with design review and document preparation.

Architectural Designer at Labo Design Studio in New York, US

08/2018 - 11/2018

Projects: residential buildings, museum interior

- Created interior design drawings, construction drawing set and 3D models.
- Sourced materials and prepared material boards.
- Followed up construction progress and solved problems as emerged.

Architect at Atelier XUK in Shanghai, CN

09/2015 - 07/2016

Projects: shopping center, kindergarten, urban space planning

- Conducted site analysis and market research.
- Proposed design solutions with 3D model, schematic drawings and diagrams.
- Prepared presentation materials for client meetings.

PROJECT

LightUP - Web Platform Design (Capstone Project)

11/2017 - 05/2018

- Conducted market analysis and user research, including interview, survey, etc.
- Developed idea and created information architecture, wireframes and prototypes.
- Conducted focus groups for testing and feedbacks.

Business Strategy Analysis of Airbnb (Academic Project)

01/2018, 8 Weeks

- Conducted industry research and competitor analysis.
- Developed insights with news, user feedback, financial report and other information.
- Created final report and presentation with other team members.

Shouldi - Social Network App Design (Academic Project)

10/2017, 8 Weeks

- Conducted competitor analysis and user research, participate in concept ideation;
- Designed product structure, wireframes and prototypes, participate in user testing;
- Produced business plan and presentation and pitched the idea to stakeholders.

The Metropolitan Museum of Art Membership Program

01/2017, 8 Weeks

Campaign in New York, US (Academic Project)

- Conducted user analysis and market research for advertising strategy.
- Created creative brief and advertising materials for various platform including posters, ambient ads, social media, and mail/email.