Jasmine Zhou

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ABOUT ME

I am a UX product designer who specializes in creating intuitive and user-centered design solutions for digital products.

With a problem solving mindset, I strive to create products that are not only functional and accessible, but also aesthetically appealing and user friendly.

SKILLS

Design

Interaction Design
Prototyping
Wireframing
Experience Flows
User Research
Usability Testing
Data Visualization
3D Modeling

Toolbox

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma | Axure | Sketch
WordPress | Elementor
CSS

Languages

English | Mandarin

INTEREST

Painting | Traveling | Swimming
Snowboarding

EXPERIENCE

Product Designer | PBMP + BHFC

SF Bay, CA | August 2022 - Jan 2024

- Increased the volume of inquiries about the business by enhancing the website user experience through enriched content and optimized information architecture with a modern aesthetic.
- Exceeded the client's expectations by upgrading to modern branding and built responsive websites that adapts the new design system in WordPress with Elementor.
- Collaborated with the founder using the agile framework on rounds of design.

UX Designer | PAFAV

Pleasanton, CA | August 2021 - June 2022

- Initiated the project by using user-centered design principles and methodologies throughout the whole process.
- Conducted user experience research with 10 participants to empathize with user goals and needs that contribute to user stories, personas and conceptual model.
- Designed a forward-thinking level 5 autonomous car management solutions for a mobile application using Axure through sketching, wireframing, prototyping and user testing.
- Utilized Agile development methodologies to oversee the project and ensure both efficiency and quality are maintained.

Architectural Designer/Project Manager | Dahlin Group

Pleasanton, CA | September 2013 - June 2019

- Proposed design solutions with senior executives.
- Drove design directions to meet clients' goals.
- Led projects with cross-functional teams towards project approval.
- Led team members to achieve deadlines.
- Reviewed and provided red-marks for junior designers.

EDUCATION

Master in Human Factors and Ergonomics | 2023

San Jose State University | San Jose, CA

- Focused on UX design courses

Master of Architecture | 2013

California College of Arts | San Francisco, CA

Bachelor of Architecture | 2011

Hunan University of Science and technology | China