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JULIA (LIYA) ZHU

SKILLS

Design & Research

Sketching,
Storyboarding,
Persona and Scenarios,
Participatory Design,
Usability Testing,
Prototyping, Wireframing,
Mind Mapping,
Affinity Diagram,
Contextual Inquiry,
Data Visualization.

Software

Sketch, Adobe Suite,
InVision, Principle, Balsamiq,
Microsoft Office Suite,
Paint Tool SAL,
Solidworks, Rhinoceros, Keyshot.

Programming

HTML, CSS,
Javascript (basic),
D3.js, Bootstrap.

Language

English, Chinese, French (basic).

AWARDS

CTO Award

Electronic Arts Intern Tech Fair
2017, Global, TOP 5%

Outstanding Graduates

honored by STJU
2015, TOP 10 out of 3000+

National Scholarship

honored by Ministry of Education
2015, China, TOP 0.2%

ABB Award of Honor

The 14th LITE-ON AWARDS
2014, Global, TOP 0.1%

Creative Winner & Third (Final)

US-China Young Maker Competition
2014, Global, TOP 1%

WORK EXPERIENCE

Creative Designer

Salesforce | San Francisco, CA

July 2019 - Now

Assisted in designing and building prototypes for customer presentations

UX Design Intern

Electronic Arts | Austin, TX

May - Aug 2017

Worked in EAIT, won the CTO Award individually in the Tech Fair, top 2 out of 40+

- Conducted a holistic UX process on EA internal search for better employee experience
- Implemented various user research methods such as contextual inquiry, usability testing etc.
- Designed interactive high fidelity prototypes

UX Design Intern

IBM | Shanghai, China

Mar - Aug 2016

Worked in IBM Cloud Services, CDL (China Development Lab) as a 6-month contractor

- Designed middleware platform for BPM (**Business Process Management**) assets and collaborated with Architects and Developers
- Created design artifacts as scenario map, workflow, wireframes, interactive prototypes and some of visual design for cloud product like **IBM Bluemix**
- Integrated IBM Design Thinking practices to envision the user experience

UX Design Intern

Microsoft | Shanghai, China

Jan - Aug 2015

Worked in IMML (Information Management & Machine Learning), C&E (Cloud & Enterprise)

- Assisted senior UX designer to design user experience flow for **Microsoft Azure** Data Factory
- Designed usable graphics and icons for the final product
- Made high fidelity prototype to show product concept
- Cooperated with Product Manager, Developers to refine the user experience

Student Designer

Sony | Shanghai, China

Sept 2013 - Jun 2014

"Wellness", FY14 Sony Students Design Workshop (1-year), supported by Sony Creative Center

- Designed a noise-control multi-media ground speaker for square dancer, "**Danzler**"
- Experienced the whole design process: from brainstorming idea to realize the product
- Attended a radio broadcast interview and Beijing Exhibition as the only representative

Associate Instructor

Indiana University Bloomington | Bloomington, IN

Aug 2016 - Dec 2017

Course: Interactive Design Practice (previously Information Representation)

- Assisted Professor in lectures and mentored first year HCI/d graduate students

EDUCATION

M.S. in Human Computer Interaction / design

Indiana University Bloomington | Indiana, USA

Aug 2016 - May 2018

B.E. in Industrial Design

Shanghai Jiaotong University (SJTU) | Shanghai, China

Sep 2011 - Jun 2015