

Yue (Joey) Zhao

Sr. Product Designer · AI Products (0→1) · Design Systems

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"**Senior Product Designer** with 5+ years independently defining design languages, interaction standards, and scalable design systems across native clients (iOS, Android, Windows/macOS), native mobile, and web SaaS. Led 0-to-1 and scaling projects for Revvity's enterprise R&D suite (4 products spanning native desktop, native mobile, and cloud, \$100M+ ARR), CollovGPT's AI-powered tool, and BYD's native mobile app — partnering with cross-functional global teams (US, India, Italy, China). Expert in cross-platform interaction architecture with measurable outcomes: +40% efficiency, adoption 35%→52%, design-iteration time -25%. Portfolio: joeyzhao.cc"



EXPERIENCE

Sr. UI/UX Designer | Revvity, Inc. (PerkinElmer)

Mar 2021 — Present / Shanghai, China

- Led end-to-end UX across **four enterprise R&D products spanning native desktop (Windows/macOS), native mobile (iOS/Android), web SaaS, and hybrid cloud** — Signals BioDesign (0-to-1), Signals Notebook (LIMS SaaS), Signals Inventa (native desktop + cloud), and InventoryGo (native mobile warehouse management) — delivering unified cross-platform interaction to **top-10 global pharma** customers.
- Established and owned the enterprise-wide UI/UX design language, interaction standards, and cross-platform component specification system** unifying 4 product lines across native desktop, native mobile, and web — **significantly reducing design-iteration cycles and developer-handoff errors** with full cross-platform consistency.
- Redesigned Signals Notebook lab data-entry workflow (steps 8 → 4), boosting user efficiency **+40%**, adoption among top pharma from **35% → 52%**, contributing **\$100M+** annual revenue.
- Authored cross-platform interaction specs and design guidelines for native desktop, web, and responsive layouts — single source of truth for engineering teams across US, China, and India.

Founding Product Designer | Fifold (AI Content-Growth Workspace, 0→1)

2026 — Present / Remote

- Drove end-to-end product design for an AI content-operations workspace built for founders and solo teams — turning a single product signal into platform-native growth kits across channels.
- Defined the core human-AI workflow and interaction patterns for LLM-driven content generation: prompt-to-draft flows, multi-platform output, and editable AI results.
- Owned IA, design system, and high-fidelity prototypes end-to-end; partnered directly with engineering on LLM API integration and shipped a working product and demo.

UX Designer | Well Group

Sep 2020 — Mar 2021 / Shenzhen, China

- Led BYD's new-energy-vehicle **native mobile app (iOS & Android)** experience upgrade; defined mobile interaction standards ensuring cross-platform parity, reconstructed charging-reservation flow via user journey maps — **measurably reducing user complaints**.
- Designed scenario-based interaction for Casarte's high-end appliances, spanning **native app, kiosk, and IoT interfaces** with unified specifications — offline-store conversion **+15%**.

UX Designer | Sangfor Technologies Inc.

Apr 2020 — Sep 2020 / Shenzhen, China

- Designed B2B interaction flows and independently authored the interaction design specification for Sangfor's Situational Intelligence Platform (SIP), a multi-million-RMB enterprise security SaaS — shortening risk triage time for security analysts.

PROJECTS

UI/UX Designer | Collov

2023 / Remote

- Shipped CollovGPT**, an LLM-powered interior-design copilot (web + mobile-responsive), with US engineering team; ran 15+ generative-UI interviews, prototyped dual-mode interface with adaptive layout for desktop and mobile.
- Validated via A/B testing: **non-professional adoption +35%, paid conversion 18%** (vs. 10% industry avg.).

UI/UX Designer | Landeed

2022 / Remote

- Designed property-right verification + online lawyer consultation module across **native mobile (iOS & Android) and responsive web** for Indian users.
- Iterated 3 versions via usability testing, raising **task completion 52% → 89%**; app secured **seed-round financing**.

EDUCATION

MSc, Integrated Product Design | Politecnico di Milano (Top 5 global design school)

Sep 2017 — Dec 2019 / Milan, Italy

- Graduated with distinction (102/110)

BSc, Industrial Design | Chang'an University (211)

Sep 2013 — Jul 2017 / Xi'an, China

- GPA: 3.15/4 (Top 10%)

SKILLS

Design & Strategy

UX strategy, Design language definition, Cross-platform interaction standards (iOS HIG / Material Design / Fluent Design), Design system architecture, Information architecture, User flows, Wireframes, Prototypes, Mockups, Motion design, Responsive & adaptive design

Research

User interviews, Usability testing, Persona hypothesis, Competitor analysis, A/B testing, User journey mapping

Development & AI

HTML/CSS, LLM API integration, Prompt design, Human-AI interaction patterns, LLM interface design, Generative UI patterns, AI-assisted prototyping (Claude, Cursor)

TOOLS

Design

Figma, Adobe Creative Suite, Sketch, Miro, ProtoPie, Keynote, Blender

Research

Maze, Optimal Workshop

Product / Project

Jira, Trello, Slack, Notion, Aha

PLATFORMS

iOS (native), Android (native), Windows desktop, macOS desktop, Web SaaS, Hybrid cloud, Responsive mobile web, IoT / Kiosk

赵越

高级产品设计师 · AI 产品 (0→1) · 设计系统

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高级产品设计师, 5年以上经验, 独立制定设计语言、UI/UX交互规范与可扩展设计系统, 覆盖原生客户端 (iOS、Android、Windows/macOS桌面端)、原生移动端与Web SaaS平台。主导Revvity企业研发套件 (4款产品, 横跨原生桌面端、原生移动端与云端, 年收入贡献1亿美元+), CollovGPT AI生成式工具及比亚迪原生移动端App的0到1与规模化设计, 与美国、印度、意大利跨国团队深度合作。擅长跨平台交互架构, 驱动可衡量的业务成果: 效率+40%, 采用率35%→52%, 设计迭代时间-25%。作品集: joeyzhao.cc"



工作经验

高级 UI/UX 设计师 | 瑞孚迪生物医学 (上海) 有限公司 (珀金埃尔默)

2021.3 — 至今 / 上海, 中国

- 主导4款企业研发产品的全端UX设计, 横跨原生桌面端 (Windows/macOS)、原生移动端 (iOS/Android)、Web SaaS及混合云平台——Signals BioDesign (0到1生物设计工具)、Signals Notebook (LIMS SaaS)、Signals Inventa (原生桌面+云端混合)、InventoryGo (原生移动端仓储管理系统), 交付统一跨平台交互体验, 服务全球Top 10制药客户。
- 主导并负责企业级UI/UX设计语言、全端统一交互规范与跨平台组件规格体系, 覆盖4条产品线的原生桌面端、原生移动端与Web平台——显著降低设计迭代周期与开发交接错误, 实现Windows、macOS、iOS、Android与浏览器环境的完全交互一致性。
- 重构Signals Notebook实验室数据录入流程 (8步减至4步), 用户效率+40%, 顶级国际制药公司采用率从35%提升至52%, 年收入贡献1亿美元+。
- 编写覆盖原生桌面端、Web应用和响应式布局的跨平台交互规范与设计指南——作为美国、中国、印度工程团队设计的唯一设计标准源。

创始产品设计师 | Finfold (AI 内容增长工作台, 0→1)

2026 — 至今 / 远程

- 主导面向创始人与单人团队的 AI 内容运营工作台的端到端产品设计——将单个产品信号转化为各平台原生的增长内容套件。
- 定义 LLM 内容生成的核心人机协作流程与交互模式: 从 prompt 到草稿、多平台输出、AI 结果可编辑。
- 端到端负责信息架构、设计系统与高保真原型; 与工程紧密协作完成 LLM API 接入, 交付可运行产品与 demo。

UX 设计师 | 深圳唯奥体验咨询有限公司

2020.9 — 2021.3 / 深圳, 中国

- 以服务设计思维主导比亚迪新能源汽车原生移动端App (iOS & Android) 体验升级; 制定移动端交互规范确保跨平台功能一致性, 通过用户旅程图重构充电预约流程——明显降低用户投诉。
- 为卡萨帝高端家电设计基于场景的交互方案, 横跨原生App、门店Kiosk及IoT设备, 统一交互规格——助力线下门店转化率+15%。

UX 设计师 | 深信服科技股份有限公司

2020.4 — 2020.9 / 深圳, 中国

- 为态势感知智能平台 (SIP) 设计B2B交互流程, 并独立编写产品交互设计规范, 千万级企业安全SaaS——缩短网络安全分析师定位与处置风险事件的时间。

项目经验

UI/UX 设计师 | Collov

2023 / 远程

- 与美国工程团队合作上线CollovGPT, LLM驱动的室内设计Copilot (Web+移动端自适应); 完成15+次生成式UI用户访谈, 设计桌面端与移动端自适应双模界面原型。
- A/B测试验证: 非专业用户采用率+35%, 付费转化18% (行业均值10%)。

UI/UX 设计师 | Landeed

2022 / 远程

- 针对印度用户“房产流程复杂、信任度低”核心痛点, 设计“房产权验证进度可视化+在线律师咨询”功能模块, 覆盖原生移动端 (iOS & Android) 与响应式Web。
- 3轮可用性测试迭代, 任务完成率从52%提升至89%, 助力产品完成种子轮融资。

教育背景

整合产品设计硕士 | 米兰理工大学 (全球设计学院 Top 5)

2017.9 — 2019.12 / 米兰, 意大利

- 优异成绩毕业 (102/110)

工业设计学士 | 长安大学 (211)

2013.9 — 2017.7 / 西安, 中国

- GPA: 3.15/4 (前10%)

技能

设计与策略

UX策略、设计语言制定、跨平台交互规范 (iOS HIG / Material Design / Fluent Design)、设计系统架构、信息架构、用户流程、线框图、原型、视觉稿、动效设计、响应式与自适应设计

调研

用户访谈、可用性测试、用户画像、竞品分析、A/B测试、用户旅程图

开发与AI

HTML/CSS、LLM API 接入、Prompt 设计、人机协作交互模式、LLM 界面设计、生成式 UI 模式、AI 辅助原型 (Claude、Cursor)

工具

设计

Figma、Adobe Creative Suite、Sketch、Miro、ProtoPie、Keynote、Blender

调研

Maze、Optimal Workshop

产品/项目

Jira、Trello、Slack、Notion、Aha

平台

iOS (原生)、Android (原生)、Windows桌面端、macOS桌面端、Web SaaS、混合云、响应式移动端Web、IoT/Kiosk