

JOHNNY CHENGXING ZOU

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EDUCATION Pratt Institute of Art and Design Brooklyn, NY.
Bachelor of Fine Arts in Interior Design (Honor) GPA: 3.7 Aug. 2018 - May 2022

PROFESSIONAL TanglePay Shanghai / Remote
EXPERIENCE UI/UX Designer Aug. 2021 - Present

- Conceptualized and developed user-centric interfaces, foster increase in user engagement.
- Engaged deeply in crafting product narratives and storyboards, to convey GroupFi's value proposition to potential users and stakeholders.
- Conducted detailed market analysis to guide product feature plans and developments.
- Initiated and optimized user research studies to tailor the product's functionality.
- Collaborated with development and product groups to align project goals and user needs.
- Assisted in creating business strategies by analyzing market and user demands.
- Implemented design improvements based on user feedback and research, and improved user satisfaction.

L Design Studio Manhattan, NY.
Architectural Lighting Designer Jun. 2022 - Jun. 2023

- Crafted design drawings and 3D models and conducted lighting calculations for both interior and exterior architectural lighting design projects.
- Created detailed lighting proposals and presentations for high-profile clients including Louis Vuitton, Jane Street Capital, New York University (Langone Ambulatory Surgery Center).

L&M Design Lab Shanghai
Interior Architecture Design Internship May. 2021 - Aug. 2021

- Involved in various residential and commercial projects at different design stages.
- Produced drawings and digital 3D models, which helps to visualized complex concepts.
- By using laser cut and 3D printing, turned design concepts to tangible physical models.
- Created compelling contents for social media, including illustrations, GIFs, and collages, etc.

ADDITIONAL Studioofblo
EXPERIENCE Founder, Social Media 2018 - Present

- Grew a design-centric page to 50k+ followers, showing content resonates with the audience.
- Managed advertising collaborations, aligning client needs with audience preferences.
- Utilized analytic tools to guide content updates and foster community growth.

Studioofbloproducts.com
Founder, Ecommerce Website/Social Media Oct. 2018 - Jun. 2021

- Designed and developed an online home décor & accessories business, achieving 200+ sales and 500+ subscribers in the first three months.
- Improved the experience design of checkout process, increasing the conversion rate by 20%.
- Boosted revenue by 75% using data-driven optimizations for Google and Facebook ads.

AWARDS Pratt Merit-Based Scholarship 2018 - 2022
Pratt President's List 2021/2022

SKILLS **Software** **Multimedia**
2D Visualization: Video/Photograph
Adobe Creative Suite, Figma, Sketch, AutoCad 3D Print/Laser Cutting
3D Modeling/Rendering: Hand Drafting/Modeling
Revit, Sketchup, Rhino, Enscape, Lumion Animation/Motion Graphics