ZONGLIN ZUO

zonglinzuo.com in

WORK EXPERIENCE

Shanxi Jingshangxing Technology Co., Ltd. | UX Designer Intern

Dec 2024 - Jan 2025

- Collaborated with the R&D team to design and implement a CRM-focused chatbot serving 50,000+ users, reducing repetitive inquiries by 50%
- Doubled customer support efficiency by streamlining FAQ processes and building a targeted chatbot knowledge base
- Enabled sales teams to prioritize high-value clients, contributing to a 20% increase in sales

Google-Sponsored B2B UX Project | UX Designer & Project Manager

Aug 2024 - Dec 2024

- Redesigned GCP product catalog with interactive hi-fi prototypes to simplify product navigation and decision-making for technical users, achieving 90% positive client feedback
- Conducted 8+ competitive analyses and UX audits, identifying and resolving 5 major UX pain points in GCP's user journey
- Developed user personas and defined 4 core user journeys based on 9 critical user needs
- Led 6 stakeholder interviews to identify industry-specific challenges and refine content strategies

Future Lab, Tsinghua University | UX Designer

July 2023 - July 2024

- Collaborated with cross-functional HCI teams on innovative UX research, publishing at a top-tier HCI conference(UbiComp 24')
- Synthesized insights from 40+ papers to understand user behavior and inspire early-stage design innovation
- Led 10 user interviews and analyzed 200+ social media data entries collected via web crawler, uncovering user behavior patterns and directly defining 5 practical user scenarios
- Conducted 6+ A/B tests to optimize LLM-generated content clarity and platform selection, improving system usability by 80%

PROJECT EXPERIENCE

Digital Culture Gathering | UX Designer & Project Team Lead

Web Platform

- Conducted user research to identify audience needs and designed an interactive platform to promote cross-cultural engagement.

Tea Melodies | UX Designer

B2B Project

- Designed a digital platform for staff-machine coordination and a WeChat mini program to enhance the consumer shopping experience in the traditional tea industry

EDUCATION

Cornell University, Ithaca

Aug 2024 - May 2025

Master's in Information Science

User Experience & LLMs

University of Washington, Seattle

Sep 2021 - Jun 2024

Bachelor of Science in informatics

Human-Computer Interaction(HCI)

Relevant Course

User Research, Human-AI Interaction, Design Thinking, Software Development

ACHIEVEMENTS

Ubicomp 24' Best Poster Award
Paper Link 🔗

Conference Travel Grant
CIS, Cornell University

Annual Dean's List
iSchool, University of Washington

Baccalaureate Honors
Cum Laude - Top 10%, iSchool

SKILLS

Design Tools	Coding
Figma	SQL
Miro	React.js
Sketch	HTML/ CSS
Fusion	Python
Webflow	R Languages

Research	Language
A/B Testing	English
Fake Door Testing	Chinese
Interview	
Workshop	
Usability Testing	
Desk Research	
Card Sorting	
Rapid Prototyping	