

# Wendy Zhou

## Digital Product Designer & Writer

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www.wendyzhou.se

### Experience

#### Digital Product Designer

2022 - Now, at PlayPilot

- Creating a Design System from scratch in Figma
- Product Design for web, app, and TV

#### Tech-Journalist

2022 - Now, at UX Connections

Writing journalistic articles concerning tech, design, science, and innovation

#### Digital Product Designer (UX/UI) & Writer

2014 - Now, Self-Employed

- I design websites, apps, and design systems - my own projects or freelance
- Web development using HTML, CSS, Javascript, or WordPress
- Writing articles about design, technology, culture, and the future
- SEO content writing, growing social media, data analytics

#### UX/UI Designer

2018 - 2021, at Oderland

Responsible for UX/UI Design

- Created a Design System from scratch
- Designed websites and applications
- Created marketing materials (UI illustrations and ads both digital and physical)
- Developed e-mail templates, websites, and created UI components with React

#### Creator & Designer

2019 - 2021, at Noty & Co.

Designed and sold my own digital planners, notebooks, stickers, and printables.

- Branding + Product design + Customer support and technical guides
- Set up an automated sales process in marketplace and created an e-commerce
- SEO, Social media marketing + content creation (Instagram & Pinterest)

### Education

#### Bachelor's degree · Cognitive Science

2017-2020, University of Gothenburg

- Human-Technology Interaction · Interaction Design · Graphic Design for Web · Applied Sketch Technique · Writing for the web · Typography · Journalism · Psychology · Linguistics · Communication · Cognitive Science · Big Data · Artificial Intelligence · Web Application Development · Python Programming · Neurocognition

### About Me

8+ years experience with web design/development, and content, with the last 5+ years specializing in digital product design (UX/UI) and design systems. I also write about design and technology.

### Skills

#### Design

Digital Product Design

UX Design

UI & Visual Design

Web Design

Design Systems

#### Writing & Content

Content Writing

Blogging

SEO

Social Media

#### Tools & Methods

Figma, Sketch & Adobe XD

Mockups & Prototypes

HTML, CSS & JS

Google Analytics

WordPress