

Eveleen Yiyi Zhou

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SUMMARY

Multidisciplinary Designer & Researcher | MA Service Design, RCA (2025)

Over 7 years of expertise spanning UX/UI, service design, and experience strategy. Proven track record in agile, end-to-end delivery across both agency and in-house environments, specializing in transforming research insights into tangible, cross-touchpoint solutions. Partnered with global leaders in lifestyle, luxury, and fashion to deliver high-impact, multi-million-RMB digital and experience-driven projects.

PROFESSIONAL EXPERIENCE

Professional Development

2023-Present

Focused on independent design projects and research, building a portfolio for postgraduate study. Strengthened design thinking, user research, and commercial awareness through practice, delivering insight-driven solutions aligned with user needs and market trends.

WPP - Wunderman Thompson | COE Team

Shanghai, China

UX Manager

01/2022-06/2022

- **Strategic Account Delivery:** Partnered with premier global brands including *Nike*, *Estée Lauder*, *SK-II*, *La Prairie*, and *Jo Malone* to deliver high-standard, end-to-end UX solutions.
- **Omni-channel Experience Architecture:** Spearheaded the definition of experience frameworks and functional innovation across Tmall flagship stores and brand-owned private domains. Developed systematic user flows, wireframes, and interactive modules that bridged online/offline touchpoints with core business objectives.
- **Data-Driven Insights & Business Growth:** Conducted in-depth market research, competitor analysis, and user studies to build data-driven personas. Leveraged storytelling and experience visioning to define brand UX strategies, empowering high-stakes pitches and successfully converting multiple multi-million-RMB accounts.
- **Cross-Functional Creative Leadership:** Provided strategic UI and visual direction, collaborating with internal cross-functional departments and art teams to ensure seamless alignment between creative execution and holistic experience strategy.

Thomas Cook China | CX Team

Shanghai, China

Creative Designer

08/2018-02/2020

- **CRM-Driven Strategy:** Mapped customer needs to WeChat Mini Program touchpoints, delivering brand-led experiences that measurably increased customer satisfaction.
- **Design Systems Leadership:** Defined and executed cohesive visual, UI, and brand systems across social media, web, and internal tools to ensure cross-platform consistency.
- **CX & Service Research:** Directly engaged in customer and service research for offline concept stores; partnered with external agencies to optimize the end-to-end user journey.

Bang Digital Agency | Design Team

Shanghai, China

Senior Art Director

03/2017-08/2018

- **Interactive Content Design:** Delivered graphic, animated, and interactive design for WeChat long-form content for brands including *Christian Louboutin*, *ShangXia*, *Gap* and *Old Navy*, significantly deepening consumer engagement.
- **Creative Mentorship:** Mentored and guided junior designers, strengthening overall team creativity and ensuring high-quality execution.

Mailman Group | Marketing Team

Shanghai, China

Graphic & Web Designer (internship + full-time)

03/2015-02/2017

- **Digital Experience Optimization:** Led the redesign and UX optimization of *gousa.com*, modernizing the digital interface to elevate brand awareness and user experience.
- **Social Media Engagement:** Produced high-impact social media content for travel and sports clients (e.g., *Visit the USA*, *Macy's*), driving consistent growth in user engagement.

WPP - GroupM - Mindshare

Shanghai, China

Media Executive (internship)

11/2014-02/2015

- **Media Campaign Coordination:** Analyzed advertising performance and streamlined scheduling coordination between creative and media teams for automotive clients including Ford and Jaguar.

EDUCATION

Royal College of Art

London, UK

M.A. in Service Design

2024-2025

- Core competencies: user research and insights (interviews, surveys, desk research and usability testing), user journey mapping and service blueprinting, cross-touchpoint experience design, experience strategy and service concept definition, cross-functional collaboration and delivery.

Shanghai University (Project 211, Double First-Class)

Shanghai, China

B.A. in Animation

2011-2015

- Honor: Shanghai University First-class Academic Scholarship (2012-2014)

EXPERTISE & SKILLS

Design & Strategy

Service Blueprinting, Experience Strategy, Workshop Facilitation, User Journey & Ecosystem Mapping, IA, Prototyping, Design Systems

Technical tools

Figma, Adobe Creative Suite, Miro, AI Design Tools, Blender, SketchUp

Credentials

Google UX Design Professional Certificate, Google Project Management Certificate

Languages

English (Professional), Mandarin (Native)

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资深多学科设计师与研究员 | RCA 服务设计硕士 (2025)

具备 7 年以上经验，专注于 UX/UI、服务设计及体验策略领域。擅长在广告代理与企业内部团队的不同敏捷环境中完成全链路交付，尤其精于将深度用户洞察转化为触手可及的跨触点解决方案。曾深度服务于生活方式、美妆奢侈品及运动行业的全球头部品牌，并成功交付多项百万级数字与体验驱动项目，以设计驱动商业价值的持续跃迁。

工作经历

职业发展与项目实践

2023-至今

围绕独立设计项目与研究开展实践，完成作品集准备并用于硕士申请。在过程中提升设计思维、用户研究能力与商业敏锐度，输出基于用户需求与市场趋势的洞察驱动型解决方案。

UX Manager | WPP - Wunderman Thompson | COE Team

01/2022-06/2022

- 核心客户战略交付：深度协作 Nike、Estée Lauder、SK-II、La Prairie 及 Jo Malone 等全球顶尖品牌，按时交付高标准、端到端的 UX 解决方案。
- 全渠道体验架构：主导天猫旗舰店及品牌私域的体验框架定义与功能创新；通过构建系统性的用户路径、线框图及交互模块，成功连接线上线下触点与品牌核心商业目标。
- 数据驱动洞察与商业增长：深入开展市场调研、竞品分析及用户研究，构建数据驱动的用户画像；利用叙事和视觉表达输出品牌体验与 UX 策略，为团队在关键客户的提案中赋能，成功转化多项百万级核心业务。
- 跨职能创意：提供 UI 与视觉战略指导，协同内部各职能部门与美术团队，确保创意执行与体验策略的高度一致性。

独立创意设计师

02/2020-12/2021

- 为时尚及跨境电商客户（包括 Farfetch）提供 App 会员体系及落地页的 UX/UI 设计，优化用户体验流程并提升品牌视觉一致性。
- 为创意代理公司提供社交媒体视觉和动画内容支持，覆盖微信、小红书、抖音等平台，参与多渠道品牌传播项目。

Creative Designer | 复星旅文 - Thomas Cook China | CX Team

08/2018-02/2020

- CRM 内容策略：基于 CRM 数据洞察用户痛点，精准匹配小程序各触点功能，交付品牌化内容体验，有效拉升用户满意度指标，同时提升了内部操作效率。
- 设计管理：主导并落地跨平台的 UI 视觉与品牌体系，统一社交媒体、移动端及企业内服工具的设计标准，强化跨端一致性。
- 线下调研与落地：参与线下概念店的客研与服务设计，通过外部代理商协同管理，驱动全场景客户旅程的迭代升级。

Senior Art Director | Bang Digital Agency | Design Team

03/2017-08/2018

- 交互叙事与转化：为 Christian Louboutin、上下 (ShangXia)、Gap和Old Navy等品牌设计交互式微信长图文为微信长图文提供平面、动画及互动设计，通过优化数字化叙事逻辑，实现从品牌故事到电商平台的无缝跳转，赋能销售转化与二次增售。
- 创意指导：指导并培养初级设计师，提升团队整体创意水平及执行质量。

Graphic & Web Designer (实习+全职) | Mailman Group | Marketing Team

03/2015-02/2017

- 数字化体验优化：负责 gousa.com 网站改版与优化，提升用户体验。
- 社交媒体传播：为 Visit the USA、Macy's 和 Visit Florida 等生活方式及体育客户设计社交媒体内容，驱动用户参与度及品牌认知的持续增长，增强品牌情感共鸣与社交传播力。

Media Executive (实习) | WPP - GroupM - Mindshare

11/2014-02/2015

- 媒介活动协同：负责 Ford、Jaguar 和 Boehringer Ingelheim等汽车客户的广告效果分析，并优化创意与媒介团队间的排期协作流程。

教育经历

英国皇家艺术学院 (艺术与设计学科 QS No.1)

伦敦, 英国

服务设计 硕士

2024-2025

核心实践：用户研究与洞察（访谈、问卷、桌面研究和可用性测试）、用户旅程与服务蓝图构建、跨触点体验设计、体验策略与服务方案定义、跨部门协作与落地推动。

上海大学 (211/双一流)

上海, 中国

动画-数字媒体方向 本科

2011-2015

荣誉：上海大学年度学业特等奖 (2012-2014)

核心能力

设计与策略：服务蓝图、体验策略、工作坊引导和共创、用户旅程与生态地图、信息架构、原型设计和设计系统等

技术工具：Figma, Adobe Creative Suite, Miro, AI Design Tools, Blender, SketchUp

专业资质：Google UX Design Professional Certificate, Google Project Management Certificate

工作语言：英语（流利），普通话（母语）