



Contact

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🏠 101 Rock Haven Road
Apt. G702, Carrboro, NC, 27510

Portfolio

🌐 echozhou.com

Education

University of North Carolina at Chapel Hill

School of Multimedia and Journalism

B.A expected May 2019; Graphic Design Concentration

Second Major Information Science

GPA 3.7

Dean's List all semesters

Skills

Design ★★★★★

persona · storyboard
wireframe · prototype
graphics · illustrations

Tools ★★★★★

Adobe Creative Suites
Sketch · Principle · Hype
Painting · Drawing

Develop ★★★★★☆

HTML · CSS
Javascript · Python

ECHO ZHOU

Graphic & Interaction Design

About me

I'm a passionate and creative visual designer, an information scientist, and a life lover. My international background gives me an open mind to work effectively with people from different backgrounds, to always have creative thoughts, and to learn new things quickly.

Experience

IBM, Summer 2018

IBM initiated FoodTrust, a blockchain service to improve transparency, standardization and efficiency throughout the food supply chain.

- Served as the UI/UX Design Intern in the blockchain product team
- Created illustrations and infographics for the FoodTrust web app; launched background templates and warm welcomes, including prototypes for the onboarding pages
- Consulted with researchers and developers and designed an interactive interface that visualized the data of the supply chain simulation process. The interface helped win a big purchase from Walmart.

Linchat, Winter 2017 - Present

Linchat is an online platform for Chinese startups to expand teams, meet investors and get incubator service. It now values over 5 million dollars.

- Energetic co-founder, product manager and design lead of Linchat
- Led four cross-functional teams to create the web app and attracted over 3,000 registered startups in the first month. Set the styleguide and provided art directions for the design team.
- Won investment in a total amount of two million dollars during prototype presentations.

RioSlum Studio, Winter 2017 - Summer 2018

RioSlum is a design studio offering branding, design, messaging, and strategy services to domestic and international corporations.

- Served as the Graphic Design Intern; created branding kits, infographics and website mockups for clients from Brazil, Spain, Mexico and Japan.
- Launched user tests and interviews on the company's old website; offered improvement ideas and UX solutions, including interactive effects.

ApprenticeshipNC, Fall 2017

ApprenticeshipNC is a state approving agency under the U.S. Department of Labor to promote apprenticeship programs statewide in NC.

- Served as the Design and Marketing Associate. Designed all the marketing material including fact sheets, e-blasts, newsletters, posters, calendars and infographics for all screens and printings.
- Designed all the visual materials for the 2017 annual design conference that drew over 3,000 employers

Languages

English  Chinese  Japanese 