

Yiner Zhou

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WORK EXPERIENCE

Barclays • Chatbot Design • HR Tech

London, UK

Conversational Designer (AVP)

Apr 2023 - present

- Managed engagement with ten senior stakeholder teams to build and deliver a chatbot linked with ServiceNow and Workday, served over 159k users since its release. Usability testing resulted in a flow completion rate from 29.3% to 31.5%.
- Co-created a detailed tone of voice guide for the department, improving consistency in chatbot.
- Match results across a database of over 3k content at any given time, reducing the 60% in HR-related headcount, around £500k for a 20-person team. Within the first month of installation, we achieved over 100,000 Weekly Active Users (WAU).

Alphabet • Google Search • Social Fission AI Model

Remote, US

Product Designer

Jun 2022 - Oct 2022

- Design from 0 to 1 a web platform tailored to developers for streamlined commercial marketing algorithm creation.
- Collaborated closely with AI team to refine 4 intricate model logic patterns, optimizing algorithms testing.

University of the Arts London • Consultancy • Communication Channel

London, UK

Service Designer (Contractor)

Apr 2022 - Jul 2022

- Observed current processes and customised bi-weekly workshops for 26 UAL staff members, delivering 10+ design tools to meet the specific needs of UAL tech department working pattern.

Tezign • NPS • AI matching • B2B Recommendation Web

Shanghai, China

Product Designer

May 2021 - Sep 2021

- Executed in-depth analysis of customer feedback data on a monthly basis, resulting in a 1-point increase in NPS score.
- Implemented recommendation algorithms into web design, reducing search time from 3 days to 5 hours per project.
- Collaborated with cross-functional teams to enhance AI solution's precision by refining training data and optimizing the user feedback loop, boosting adoption rate from under 10% to almost 95% within one month across 10 companies.

Accenture • UK BP • B2B mini program and web

Shanghai, China

Product Designer Lead

Dec 2020 - Apr 2021

- Led the sales data collection platform design at Castrol BP, delivering both mini-program and web interfaces through 7 prototypes within a tight deadline of 10 weeks, based on extensive user research and feedback.
- Co-authored a comprehensive 20-page functional document with the product manager to ensure alignment on project goals and scope. Conducted thorough training sessions for over 1000 users, resulting in 400 WAU within the first month.

VOLUNTEER EXPERIENCE

Design Pop-up Community • Design Community • Knowledge Exchange

Shanghai, China

Co-Founder

Oct 2022 - present

- Hosts monthly lectures featuring PhDs from worldwide top universities like Cornell University, the University of Edinburgh and senior industry managers from leading companies like Microsoft, TSMC and Tencent ect., fostering knowledge exchange in the tech sector. Attracted 428 memberships and hosted 10 sessions with 7k participants in 2024.

ADPList • Global Design and Tech Community

London, UK

Mentor

Dec 2023 - present

- Led 3000+ mins and 100+ mentoring sessions with mentees from all over the world. I was awarded the Top 1 % Mentor certifications by ADPList 7 times.

PROJECT EXPERIENCE

With U • Intelligent Catheterization Device Service

Shanghai, China

Team Leader

2018 - 2020

- Conducted detailed qualitative and quantitative research on urinary retention and designed the digital wearable product. Recognized by the RedDot Awards 2020, James Dyson Award International 2019 and China National Utility Model Patent.

Dancing Finger • Visualized Hand Rehabilitation APP

Shanghai, China

Founder

Mar 2018 - Mar 2020

- Collaborated with hospitals and rehabilitation centers to develop a hand gesture recognition system integrated into a mobile app, involving coding and collecting finger movement data for rehabilitation purposes.
- Won the 2018 National Innovation Training Program Award under the mentorship of Professor Xiaohua Sun from MIT.

AWARDS

Google Virtual Agent Development (CX) • 2023

IBM Enterprise Design Thinking Practitioner • 2023

National Invention Patent • 2022

Service Design College Strategic foresight for positive change • 2022

National Utility Model • 2021

Red Dot Concept Design • 2020

The James Dyson Award International Top 20, National 2 • 2019

Shanghai Student Industrial Design

Competition • 2019 2020 First Price

China "Internet +" College Students Innovation and Entrepreneurship Competition National Silver Award • 2019

China-US Youth Maker Competition Top 12 • 2018

EDUCATION

Tongji University

Honours Degree

BA in Product Design

2017-2021

University of the Arts London

Distinction (QS top 2)

MA in Service Design

2021-2022

SKILLS

Design Axture, Figma, Miro, Visio, Contextual Inquiry, Interviews, Journey mapping, Wireframing, Rapid prototyping, Whiteboard, ServiceNow, Google Dialog flow, Modao, C4D, Blender, Keyshot

Product Management Stakeholder Relationship, Quality Assurance, Testing(UAT, SIT), JIRA

Data Analysis SQL, CSS, Arduino, Processing

Language Professional in English (IELTS 7) and native in Mandarin

EXHIBITION & SPEAKING EVENTS

Speech: Service Design Practice in Multiple Enterprises online event • 2024

Exhibition: IN: TO in Circular Intergrowth sector • 2021

Exhibition: Dancing Finger Project in Tongji University Entrepreneurship Valley • 2020

Speech: Stories Behind Tech Startup in Tongji University Entrepreneurship Valley • 2020

Exhibition: Mars Rover Design in the Green Hill Pavilion in Shanghai • 2020

Speech: Design & Innovation in My Eyes online event • 2020

Exhibition: Man Xing in Tongji University • 2020

Exhibition: With U Project in Shanghai Wisdom Bay Technology Venture Park • 2019

Exhibition: BMW Sustainable Design Challenge in BMW Experience Center • 2019