

Lingchuan (Zic) ZHOU

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[Portfolio](#)

EXPERIENCE

UX/UI Designer

APR 2024 - PRESENT

Apply U (UK), Start-up

- Led the design of a **cross-platform AI-powered educational tool, (a desktop dashboard and mobile)**, increasing **user efficiency by 34%** from beta to ver 1.0.
- Conducted in-depth market research to align user needs with business goals, contributing to branding and strategy as a start-up team member.
- Collaborated with developers to **launch Version 1.2**. Recruited targeted users, and analyzed **50+ usability tests** to enhance workflow for initial version development.
- Defined a new extended product based on user needs and competitive insights to align with core products, **managing the end-to-end process**.

UX/UI Designer

OCT 2023 - PRESENT

Vehicle Autonomy and Intelligence Lab, Indiana U.S.

- Designed and collaborated to **launch a data monitoring dashboard for AI-racing competition** on a cross-functional team of supervisors, engineers, developers.
- Conducted comprehensive stakeholder interviews and simulation testing to improve visualization and information architecture, achieving a **92% satisfaction rate**.
- Participated in **Indy Autonomous Challenge 2024** and collected **on-site users feedback** and iteration insights.

Design Intern

JUNE 2021 - SEP 2021

Sony (China), Shanghai China

- Conducted and presented market research to identify potential high-end product service demand;
- Interviewed 6 targeted clients on new functions and design styles, collaborated on **research data analysis**;
- Proposed 4 logo design ideas for Lytia, with one **selected for use**.

PROJECTS

DramaPlaya: A Multi-sensory Interactive Toolkit for the Home-Based Drama Therapy of Children with Developmental Delays (2024)

- Presented as the **first author** at HCII Conference 2024.
- Designed and prototyped a multi-sensory interactive drama therapy toolkit with **depth cam and Arduino sensors** for children with developmental delays, validated by **user test and field study** of therapists and one patient family.
- Integrated multi-sensory interactions and an online visualization system to improve **engagement and accessibility**, based on human-centered design principles.
- Conducted **in-depth interviews** with 5 professionals and 12 patient families to gather critical insights and quantify data, and proposed the 4 research innovations.

EDUCATION

Indiana University

Bloomington, U.S. - *M.S. in Human Computer Interaction*

AUG 2023 - PRESENT

University of Nottingham,
Ningbo, China - *BEng (Hons) Product Design and Manufacture*

SEP 2019 - JULY 2023

SKILLS

Research

User Interviews, Surveys, Usability Testing, Contextual Inquiry, Field Studies, Qualitative & Quantitative Research Analysis, Heuristic evaluation, Task analysis, Workshop design.

Design

Product design, Interaction design, Information architecture, Visual design, Industrial design, Prototyping, Python;

Tool

Figma, Blender, Unity, Arduino, Rhino, Keyshot, Usertesting.com, Maze, React, HTML, Adobe Suite, MS Suite

AWARDS

CHI 2023

Honorable Mention Award

IDA Design Award 2023

Silver Award

IDA Design Award 2022

GOLD Award