Xiaochen Zhan

UI/UX/Visual DESIGNER

London, UK

xiaochenzhan.012@gmail.com

07707 329721

xiaochenzhan.com

SKILLS

RESEARCH

User Research · User Feedback Analysis · Survey Design · Insight Synthesis

PRODUCT

UI/UX Design · Interaction Design Prototyping · Design Systems Cross-functional Collaboration

VISUAL

Art Direction · Visual Design Digital Campaigns · Product Launch Brand Design · Packaging

TOOLS

Figma · Photoshop · Illustrator

EDUCATION

MDes, Interaction Design
Glasgow School of Art (GSA)
2020–2021

BA, Visual Communication
Sichuan Fine Arts Institute
2008–2012

SUMMARY

UX/UI and Visual designer with 10+ years of experience across digital products, consumer hardware and visual systems. Currently designing end-to-end mobile and web experiences, combining user insight, interaction design and strong visual craft to turn complex requirements into intuitive products.

EXPERIENCE

2023–Present

UX/UI Lead Designer

Ripple Mic Limited · London, UK

- Owned end-to-end product design across a portfolio of consumer digital products, including a cross-platform VPN app, creator subscription platform and gaming products, from requirements and user flows through wireframes, prototypes, high-fidelity UI and launch.
- Conducted and synthesized user research and support feedback to identify usability issues, translating insights into design interactions with engineers and customer support teams.
- Built reusable UI patterns and shared design standards across products, improving consistency and engineering handoff.

2022–2023

Sales Associate (Part-time)

Harrods · London, UK

- Part-time role at a flagship luxury store while relocating to London, gaining insight into luxury retail, merchandising and customers.

2016–2020

Senior Visual Designer

SmartMi(Xiaomi Ecosystem) · Beijing, China

- Owned design delivery from product kickoff through launch, spanning product discussions, internal testing, art direction, photography, digital commerce, packaging and product documentation.
- Partnered with product and engineering teams before mass production, contributing to product positioning, feature communication and launch strategy across multiple smart home categories.

2015–2016

Lead Visual Deisgner, 3C/Tablet Division

JD.COM · Beijing, China

- Led digital design for JD.COM's 3C and tablet category, delivering campaign pages, product launches, H5 experiences and promotional assets for global technology brands including Apple, Samsung, Huawei, Microsoft and Lenovo.
- Directed and quality controlled supplier created product pages across 10+ brands, coordinating design reviews and creative standards for it, which maintained its own design guidelines.

2013–2015

Visual Designer

Hengcheng (Issey Miyake China Distributor) · Beijing, China

- Led brand and marketing visual design across a portfolio of international consumer brands, including Issey Miyake, adidas Personal Care and Laneige, digital and retail assets. delivering 30+ campaigns per year spanning digital, print and retail assets.