

Los Angeles, CA

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Transportation, AR/VR & Entertainment

Over 6 Years design experiences

wzhudesign.com

**JAMES**  
WeiLi Zhu  
Senior UI/UX Designer

2023

**Ford**

Senior UX/UI Designer  
2023.1 - Current  
Los Angeles, CA

- **Design Fleet Management Tool at Ford**
  - Created and implemented incisive user questions for in-depth interviews and a comprehensive testing plan. Product evolution and led to the implementation of **5+ innovate features** and a revamped visual interface design. Achieved a significant increase in **conversion rates from 62% to 88%** and enhanced overall user engagement.
  - Introduced agile design methodology, significantly boosting the efficiency of the production process. Adapted designs to meet the needs of users across multiple platforms including in-car, responsive web, and iOS. Provided new features and also refine current design based on analysis from previous user research & testings. Increased **positive user feedback by 40%** after a series of UX optimizations based on usability testing.
  - Ford Pro accounts for **increase more than 80%** with Ford's half million paid software and services subscriptions, who are purchasing for fleet management, telematics and EV charging services. It grew revenue jumped nearly **40%** in Q3 2023.

2022

**Telenav**

UX/UI Designer  
2022.6 - 2022.12  
Santa Clara, CA

- **Designing for In-Car & Mobile Navigation**
  - Led redesign obsolescence app that suit for modern design and different platform. Successfully delivered over **28 new features** throughout entire project, lowered the error rate by 22% and reduced time on task redundancy by approximately 32%. Meanwhile, Recorded a significant user **increase by over 400%**, and achieved an **impressive 92% User Satisfaction Rate**.
  - Deployed design sprints to launched the car insurance app and responsive website within 6 weeks, including the whole design process. Upon initial launch in the first city, the app received **over 94% positive reviews**. and successfully attracted **over 3,000 users** in the first month.
  - Being the lead designer for Ford next-gen EV's in-car navigation. Established the latest design system & guidelines. Being able to **securing a long-term contract** with Ford for EV navigation.
  - Utilized the *Unity Engine* to craft the vision of Augmented Reality Navigation, guiding the company's future strategic direction. Also, Designed Chrysler Synthesis Cockpit for Stellantis future cockpit solution. Received **over a 200k "Likes"** from CES show and social media.

**Olympian Motors**

Lead UX/UI Designer  
2022.1 - 2022.8  
Santa Monica, CA

- **Lead Design of Future in-Car Full AR Cockpit**
  - Led UX design team for flagship in-car AR infotainment system, Discovering the potential customers interests with PMs and marketing team. Crafted a product roadmap that influenced the company's direction, leading to a **20% increase in R&D investment** in AR technologies and interfaces.
  - Conducted extensive Research and establish the development of a XR design library & guidelines, and providing a robust framework for current and future design and production. Fostered seamless communication between designers, stakeholders and engineers by standardizing design guidelines and usability norms. Successfully increased **Order Volume by 200%**.
  - Utilized *Unreal Engine* to design **5+ interactive demos** for marketing campaigns, generating over **40k views** online. Resulting in a **800+ orders** after the first announcement.
  - Constructed the digital user experiences from cockpit to mobile, creating a unified and interconnected experience that resonated with a vintage vibe.

2022

**Odys Aviation**

Aviation Designer  
2021.6 - 2022.6  
Long Beach, CA

- **Designing of Future VTOL Aircraft and Interactive Prototype**
  - Developed various design concepts for exterior & interior prototype for wind tunnel tests, production and marketing purpose, including its structure, digital systems, and aerodynamic features.
  - Led user experience initiatives for future aviation journey, conducting user research and synthesis to align business goals and customer needs. Created from boarding to in-flight digital experience.
  - Successfully coordinated cross-departmental teams in aviation projects, leading to an on-time delivery rate of **95% for key milestones**. Also, obtained private pilot license with multi-engine rating.
  - Crafted future roadmaps and product visions, serving as a key communication bridge between designers, engineers, marketing, and stakeholders. Successfully secured **over \$30 million in orders** from airline companies and **raised \$12.4 million** in the second funding round.
  - Utilized *Unreal Engine* to create hyper-realistic CG renderings, and AR prototypes to serve as visual development and concept demonstration.

**Lexus**  
 UI/UX Designer  
 2021.1 - 2021.6  
 Los Angeles, CA

2021

**Art Center  
 College of Design**

M.S. - Transportation  
 Systems and Design  
 2019.8 - 2021.12  
 Pasadena, CA

2020

**Deloitte**  
 Visual/UX Designer  
 2018.9 - 2019.7  
 Los Angeles, CA

2019

● **Designed the HMI Cockpit Experiences for the Lexus LF-Z Concept**

- Conducted in-depth analyses of future trends, sustainability, user needs, focus groups, usability studies, and heuristic analysis. Designed driver-focused HMI cockpit experience. Served multiple usability tests in a collaborative environment involving users and engineers.
- Utilized *Unity Engine* to create a 3D interaction experience, enriching the vehicle's overall user interface. Employed 3D modeling techniques to create immersive and interactive animation. Received over **86% satisfaction rate** during user testing process.
- Delivered a user-focus design that met the high standards of Lexus, resulting in a significant **increase in potential customer interests** from private demonstration. Contributed to the project's success, which has been cited as a key factor in boosting the brand Image of Lexus LF-Z in its target market. Also, intuitive design principles to create a seamless, immersive, and bespoke digital journey, reflecting the sophistication and exclusivity that Lexus symbolizes.

● **Future Mobility XR Design and Academic Research**

Leading design teams across a spectrum of disciplines, I've successfully steered multiple 'A' projects to fruition. These included multiple course throughout visual design, urban design, interaction design, entertainment design, industrial design, and transportation design. In a project sponsored by ArtCenter & UCLA, I led a design team to reimagine the future of the Sunset Strip. We conducted extensive research to investigate how future mobility and technology could shape LA's urban fabric. **Master's Thesis** - delved into the interplay between XR experience and social connection in the context of future autonomous vehicles. Investigating the potential of XR technology to enhance passenger experience marked a significant stride in my exploration of merging design and technology.

**ASUS's Sponsor Project** - I led and designed a Physical & Virtual Design Solution System aimed at enhancing User & Spatial Experiences for gamers & streamers. This has been **Selected** by ASUS.

● **Design Consultant for 2 Major Clients from Entertainment Industries**

- Served as a strategic advisor on art direction, providing expertise on visual design, design strategy, future roadmaps, design systems, and iteration concepts for **2 major clients** in the entertainment area.
- Played a pivotal role in shaping the creative direction for projects, moving beyond traditional design roles to offer comprehensive consultations and in-depth user research.
- Crafted high-fidelity visuals and prototypes, effectively demonstrating possibilities to stakeholders and capturing comprehensive user journeys across multiple platforms. Assisted in the development of a design library, which became an essential tool for the design team, reducing **design time by 45%**.
- Conducted extensive user testing and validations, ensuring designs met the high standards of functionality and user-friendly guideline required in the gaming industry. Achieved a **91% positive feedback rate** from test groups.
- Guided entertainment clients through intensive consultations, delivering design solutions. Directly contributed to project successes that generated **over \$20M in revenue** for the clients.

2014 - 2018 **Arizona State University** B.S. Industrial Design B.A. Business Management

2013 - 2014 **Columbia University** B.S. Financial Economics

3D Modeling & Rendering

Unity 75%

Unreal Engine 80%

Blender 90%

3D Studio Max 75%

Maya 90%

Alias 80%

UX & UI Design

Figma 100%

Sketch 95%

ProtoPie 100%

XD 95%

InVision 90%

Webflow 95%

Axure 90%

Visual & Motion Graphic

After Effect 95%

Cinema 4D 80%

Premiere Pro 100%

Keyshot 100%

Adobe Creative Suite 100%

Coding Languages

HTML5 95%

CSS 95%

JavaScript 80%

Processing 80%

Python 30%

Java 20%

C# 20%

Languages

English 100%

Cantonese 100%

Mandarin 100%

Japanese 20%

Spanish 10%

Skills & Tools