

YUE ZHAO

Designer



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Portfolio Link:
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EDUCATION

MA Service Design

University of Leeds, UK
2022-2023

BA Digital Media Art

Beijing Forestry University, China
2014-2018

TOOL

Figma
Sketch
Principle
Adobe XD
Adobe Photoshop
Adobe Illustrator
After Effects
Final Cut Pro
Google Forms

EXPERIENCE

Client Experience Associate

GinSen Clinic London | Health | 2024-2025 | London

- **Customer Experience**
Supported daily turnover exceeding £2,500 while understanding the audience and ensuring satisfaction.
- **Communication**
Served 10+ international clients, collecting feedback and developing communication strategies and empathy.
- **Task Management**
Redesigned clinic appointment and service flow, improving efficiency and enhancing user experience.

Co-founder & Experience Designer

Shanling Club Escape Room | Entertainment | 2019-2022 | Beijing

- **Data Analysis**
Reached a peak daily turnover of €803 by defining immersive themes through competitor and user research.
- **Brand Strategy**
Boosted local influence ranking from 11th to 2nd by designing a cohesive brand identity and marketing visuals.
- **User Journey Mapping**
Achieved a 92% positive review rate by designing experience flows for clarity and emotional engagement.

E-commerce Designer

JD.com | E-commerce | 2018 | Beijing

- **Cross-Market Adaptation**
Designed product imagery for English, Russian, and Spanish markets, strengthening brand consistency and audience relevance.
- **User Research**
Created campaign visuals aligned with user insights, increasing engagement and supporting sales conversions.
- **Prototyping**
Refined product layout to streamline browsing experience, resulting in clearer navigation and stronger purchase intent.

Visual Designer (Client: IBM)

Ogilvy | Advertising | 2017 | Beijing

- **Brand Communication**
Designed event pages, invitations, and posters for IBM, strengthening brand cohesion and visual impact.
- **Visual Design**
Created concept sketches and storyboards that clarified campaign narratives and elevated presentation quality.
- **Team Collaboration**
Partnered with other teams to align visual direction with client objectives, ensuring goal-driven outcomes.