

ZHOUYANG LU

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AGILE DEVELOPMENT METHODOLOGIES | CREATIVE COLLABORATION

HIGHLIGHTS

- Innovative and proactive UI/UX Designer successful developing elegant, ground-breaking website and application designs for demanding clients; Talented in project management, team leadership and independent problem-solving.
- Highly organized multitasking with expertise in scheduling various artistic projects, enhancing artistic expressed designs and verifying code; Developing successful campaigns and product marketing plans that satisfy clients and meet demanding objectives.
- Logical and results-driven Designer dedicated to building and optimizing user-focused websites for customers with various business objectives. Judicious and creative when crafting effective websites, apps, and platforms to propel competitive advantage and revenue growth. Technically proficient and analytical problem solver with calm and focused demeanor.

EDUCATION

York University - Toronto, Canada	2019.09-2021.05
Master of Arts – Major in Digital Media	
York University - Toronto, Canada	2015.09-2019.05
Bachelor of Arts – Specialized Honours in Digital Media	
•MAKERSPACE, Designer; SENSORIUM, Graduate Research Associates and Designer	

WORK EXPERIENCE

Tiantian International Group Co. – Toronto, Canada	2018.09-2020.09
Design Director	

- Highlight: A leading interface designer with excellent understanding of technologies, accessibility requirements and performance capabilities; Responsible for the company's external marketing communication and strategies; Oversaw the departmental collaboration within the company and developed successful teams and motivating employees to meet the company objectives, which resulted in creating successful campaigns to drive profits, increase market share and cement industry dominance for the organization.
- Reviewed solutions to verify alignment with customer objectives, organization guidelines and benchmarks and industry best practices.
- Created product promotion plans and marketing initiatives to increase brand awareness.
- Identified technology solution alternatives in line with specific client objectives and challenges.
- Provided leadership, insight and mentoring to team members to supply knowledge of various company programs.

L-ZY Design Studio – Toronto, Canada	2017.05-Present
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- Highlight: Founded and Established the L-ZY Design Studio; Built operations from ground up with strategic and scalable approaches, which included setting up an effective organizational structure to optimize long-term success and balancing targets with resources; Demonstrated superb judgment in balancing customer, employee, and company objectives.
- Supported conceptual thinking processes to generate customized digital services across multiple platforms (KOIBasketShop)
- Followed corporate brand guidelines to enable brand consistency across campaigns and marketing programs. (DAKACAR, Rinascere, CPE, and HKSweet)
- Worked with technical leads, engineers, and designers to develop dynamic client-side web applications across various areas of business (KOIBasketShop).
- Developed strong interpersonal relationships with clients and communicated with them every step of the way.

HCR Fitness Inc. –Toronto, Canada	2016.09-2018.09
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- Highlight: Worked closely with the Production team in an agile workflow to design effective promotional materials including logos, website, banners, posters, and brochures.
- Participated in the video promotional projects that utilized some of the following formats: in-house animation, social media promotional content, graphic artworks, and outsourced audio processing.

ERGO STUDIO. –Wenzhou, Zhejiang, China	2017.05-2017.09
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- Designer
- Completed various projects on 3D Modeling utilizing AutoCAD map
- Worked closely with a diverse team of 8 individuals and performed different tasks upon request

EXHIBITIONS

- October 2021 Solo Exhibition, *Not Suitable for Breathing*, The IEEE VIS 2021 Arts Program, (<https://visap.net/>)
- September 2021 Group Exhibition, *Wetrospective*, Art Gallery of York University, (<https://agy.uart/project/wetrospective/>)
- January 2021 Solo Exhibition, *The Breathing Art*, DesignTO Festival, Toronto International Design Centre, (<http://www.thebreathingartproject.com/>)

SKILLS

- Language Skills: Fluent in English and Mandarin.
- Readiness to collaborate and work in different capacities as part of a team.
- An aptitude for listening, solving problems, and responding flexibly and creatively to new challenges.
- Projects a professional presence; Resourceful Self-starter with courage and confidence.
- Expert in Sketch, Adobe Creative Suite, with a focus on Photoshop, After Effect, Illustrator, XD • Html and CSS, JavaScript, Java, Processing, Max8, Arduino, Unity