

XUEYI (SHERRY) ZHOU.

Product Designer

Toronto, Canada

xueyizhou.xyz

sherrrryz@outlook.com

EDUCATION

MA, Information Art and Design

Tsinghua University, The Future Laboratory
2017 - 2020

BA, Information Art and Design

Tsinghua University
2013 - 2017

BA, Journalism and Communication (dual degree)

Tsinghua University
2013 - 2018

Exchange Program

Design School Kolding, Denmark

SKILLS

- AI-assisted building: independently shipping websites, apps, visualizations, and prototypes
- Product, and UX/UI design
- Design systems and design tokens
- Adaptive or responsible design for mobile, tablet, foldable, desktop.
- Data Metric definition
- A/B testing and experiment design
- User interviews, usability testing and HCI research
- Workshop design and facilitation
- Figma, ProtoPie, POP

LANGUAGES

- Chinese / Native
- English / Fluent

PERSONAL

- Ski & Snowboard
- Scuba Diving
- Interactive Installation

PROFILE

Product designer based in Toronto, raised in Beijing, with experience at AppLovin, Xiaomi, and Huawei. Designs for millions, shipping features on an OS used by 700 million people; for business, where every decision is A/B tested against installs and revenue; and for teams, leading design systems, research, and cross-department workshops.

WORK EXPERIENCE

Product Designer II

AppLovin / Beijing, then Toronto / 2023 - 2025

- Designed OOB app discovery flows shipped with Samsung, T-Mobile, and a dozen other OEMs, reaching tens of millions of newly unboxed phones each quarter and contributing seven figures of revenue.
- Shipped 4 experiment tracks; the strongest drove a 10.6% distribution lift and 75% bundle click-through across 10M+ new devices, lifting net installs per user from 0.37 to 0.47.

UX Designer, promoted to Senior UX Designer

Xiaomi / Beijing / 2021 - 2023

Design system & guidelines

- Led MIUI Design System 2.0 across 7+ teams on an OS used by 700 million people; grew the guideline team from 2 to 7, aligned component rules with 6 SDK engineers, rebuilt components guidelines, and introduced design tokens.
- Defined multilingual guidelines with the internationalization and R&D teams: fixed text truncation and clipping via adaptive layout, set cross-cultural rules for imagery, icons, and color, and guided 20+ businesses through localization.
- Defined foldable-screen design guidelines and principles, guiding every business team's foldable design solutions across the OS.

Lock screen & desktop

- Owned the MIUI lock screen editor end to end as sole UX designer, shipping 40+ screens across the Classic, Magazine, and Rhombus template families with the Xiaomi Hyper OS1 in 10 months.
- Covered the desktop team's day-to-day interaction design and research: MIUI 14 large icons and folders, continuous widget adding, widget edit-mode specs, usability tests, and 3D widget personalization explorations.
- Designed and organized a 40-person cross-department co-creation workshop for the desktop experience.

HCI research

- Owned Xiaomi's first design-led HCI study end to end, mapping 144 touch zones with 40 participants into heatmaps, hotspot design guidelines, and an audit app.

UX Designer, Human Factors and HCI Group

Huawei / Beijing / 2020 - 2021

- Designed gesture systems and cross-device interaction across phones, tablets, and foldables.
- Wrote patents for cross-device interaction features and authored a 34-page cursor user-research report.