

MO ZHOU

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I enjoy unraveling complex, **ambiguous** challenges in fast-paced and cross-functional environments, through applying **structure**, **process**, **intention** and **intuition** to product design, design system, and beyond.

Experience

Senior Product Designer

Shield AI Mar 2023 - Present

- Leading **0-1** product design initiative for the company's flagship aircraft control system, with **human-machine interfaces** and **workflows** tailored for autonomous piloting and teaming capabilities.
- Working with cross-functional partners to visualize product roadmaps and direction, and translate complex technical concepts into prototypes on **accelerated** delivery timelines with **evolving** product requirements.
- Collaborating closely with the Customer Success team to facilitate user transition to an AI-empowered paradigm.
- Developing and maintaining a company-wide **design system**.
- Acting as the primary liaison and advocate for UX Design. Leading **cross-functional efforts** to align goals, gather feedback, prioritize actions, and bridge communication gaps.

Product Designer (Contract)

One Market Apr 2022 - Dec 2022

- Spearheaded UX and design for an online marketplace providing all-in-one business digitalization solution to empower local businesses and revitalize their communities.
- Partnered with the Director of Design to conceptualize, drive and execute the strategic product vision.
- Instituted a design infrastructure by creating a design system and component library.
- Contributed to investor presentation deck, web design, and marketing material across physical and digital channels.

Experience (cont.)

Product Designer (Contract)

Brandy Aug 2021 - Feb 2022

- Designed a proprietary web platform enabling the client to redirect traffic from their YouTube channel.
- Revamped the content structure to address the challenge of building customer trust through strategic integration of social proofs, resulting in improved user engagement, retention and conversion.

Product Designer (Contract)

iReadGene Biotechnology Jun 2020 - Aug 2021

- Rebranded Visual Identity System and ensured a consistent brand experience across touchpoints for patients, hospitals and clinics.
- Collaborated with a distributed team on the UX/UI of web applications and the implementation of VI system across all digital products.

Founding Designer

Baize Restoration Jun 2019 - Nov 2020

- Spearheaded a successful rebrand effort, resulting in an over 800% boost in social media followers.
- Drove and executed the design of new product lines, generated a new revenue stream exceeding \$25,000 within 6 months of product launch.

Brand Designer (Freelance)

mo:jo dsgn Nov 2017 - May 2022

- Developed Identity System, brand guidelines and assets across physical and digital channels.

Education

Parsons School of Design

Graphic and Digital Design – Certificate

New York University School of Medicine

Ph.D. Biochemistry and Molecular Pharmacology

Peking University

B.S. Biotechnology