

Yifei(Fay) Zou

<https://fayzou.com/>

yz12140@nyu.edu

(941) 287-8487

WORK EXPERIENCE

Snow Outfit – Freelance Client Project

Product Designer

New York, NY | May 2026 – Present

B2C ski-apparel e-commerce website for North American shoppers, redesigned across responsive web to improve product discovery, sizing confidence, and AI-assisted outfit selection.

- Lead the end-to-end UX/UI redesign as the sole designer, owning research synthesis, experience strategy, user flows, interaction design, UI systems, and engineering handoff across the e-commerce experience.
- Synthesized competitor research, a 43-response survey, and customer journey mapping to identify first-time skiers’ shopping barriers, translating findings into scenario-based navigation, clearer product information hierarchy, and guided discovery flows.
- Designed homepage, category, and product detail experiences alongside an AI outfit-builder concept, applying progressive disclosure, conversational guidance, explainable recommendations, and editable selections to balance personalized assistance with shopper control.

Supernova Creative Studio

Web & Visual Design Intern

New York, NY | Jan. 2026 – May 2026

Client-facing commercial web and campaign projects spanning responsive websites, digital content, and social media platforms.

- Designed web layouts and interfaces for commercial digital projects, organizing page structure, visual hierarchy, and digital assets to create clear and consistent user experiences.
- Produced illustrations, 3D assets, and campaign content for web and social platforms, maintaining visual consistency across multiple digital touchpoints.

TiMi Studio Group, Tencent

Game UI & Interaction Design Intern

Shenzhen, China | May 2024 – Jul. 2024

B2C sci-fi game experience for PC and mobile, focused on menu navigation, in-game interaction UI, HUD systems, and visual consistency.

- Designed game menu navigation flows and 2D UI layouts for PC and mobile experiences, establishing clear information hierarchy and consistent interaction patterns across platforms.
- Created interaction UI and HUD concepts for functional props and hard-surface assets, connecting gameplay mechanics with intuitive visual feedback and player actions.
- Produced sci-fi props, environment concepts, and interface assets for Nizhan Future, aligning functional game elements with the product’s visual direction.

Xinhua Winshare

Visual Design Intern

Chengdu, China | May 2023 – Jun. 2023

Consumer board-game products in the publishing and entertainment sector, spanning physical gameplay interfaces, packaging, and visual identity.

- Translated board-game rules and mechanics into structured board layouts, player flows, and information hierarchy, helping users understand gameplay and navigate physical interactions more intuitively.
- Created promotional illustrations, packaging, and visual identity assets, maintaining a cohesive design language across game components and physical brand touchpoints.

SUMMARY

Product Designer with experience across B2C e-commerce, responsive web, and cross-platform game interfaces, combining research driven UX, AI assisted interaction design, and strong visual storytelling to turn complex information into clear, confidence building digital experiences.

EDUCATION

New York University, Tisch School of the Arts

New York, NY | Sep. 2025 – May 2026

Master of Professional Studies
in Virtual Production

Ringling College of Art and Design

Sarasota, FL | Sep. 2021 – May 2025

Bachelor of Fine Arts,
Illustration & Visual Development

SKILLS

Product Design

Product Design	UX Strategy
Interaction Design	User Flow
Wireframing	High-Fidelity UI
Prototyping	Design Systems
Responsive Design	Accessibility (WCAG)

Research & Validation

User Interviews	Surveys
Competitive Analysis	Usability Testing
Heuristic Evaluation	A/B Testing

AI Design

AI-assisted Design Workflow	
AI-assisted UX Research	Prompt Design
Conversational UX	Human-AI Interaction
Rapid Prototyping	

Tools

Figma	Framer
Adobe Creative Suite	Cursor
Claude Code	Codex
HTML/CSS/JavaScript (Basic)	