

Xi Zhu

PRODUCT DESIGNER/ MOTION DESIGNER

I am a Senior Product Designer specializing in Motion Systems. With over 7 years of experience at vivo, Ping An, and TCL, I bridge the gap between static UI and living code. I don't just design how a product looks; I define how it behaves—transforming complex AI logic into intuitive, fluid, and scalable experiences.

WORK EXPERIENCE

Senior Product & Motion Designer / VIVO

Nov 2024 – Aug 2025

- Engineered scalable motion systems for the Intelligent OS 6.0, defining animation patterns that ensured visual consistency across diverse mobile interfaces and system modules.
- Led the end-to-end interaction design for 'Travel Roadbook' within OriginOS, an intelligent assistant feature that solves the problem of fragmented travel planning by using AI to parse unstructured data into organized itineraries (sightseeing, dining, and hotels).
- Defined motion patterns that bring clarity and usability to the itinerary management interface, allowing users to intuitively edit, organize, and save plans to 'Little V Memory' with seamless transitions.
- Optimized design-to-engineering workflows by utilizing PAG, Lottie, and JSON for asset delivery, collaborating with developers to ensure pixel-perfect implementation and high performance.

Senior Motion & UX Designer/ Ping An Insurance

July 2017 – July 2023

- Spearheaded the creation of a centralized motion design system, defining guidelines that ensured motion enhanced usability without distraction across key product lines, streamlining developer handoff efficiency.
- Produced high-fidelity product launch videos and showreels, managing the full pipeline from storyboarding to final polish to articulate design concepts and communicate product value to stakeholders.
- Designed interactive prototypes and motion studies that bridged the gap between static UI and final code, helping product teams visualize complex logic and ensuring the final output matched the design intent.

Visual Designer/ TCL Communication

July 2016 – June 2017

- Designed OS-level motion behaviors for core system apps (Contacts, Alarm, Music), focusing on creating interactions that felt natural and responsive.
- Created storyboards and hands-on demos to guide the implementation of micro-interactions, ensuring smooth performance even on hardware-constrained devices.

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EDUCATION

MFA in Graphic Design | 2015

IOWA STATE UNIVERSITY

BA in Graphic Design | 2009

SAN JIANG UNIVERSITY

SKILLS

Product Design

Interaction Design

Motion Design Strategy

Design Systems

Information Architecture

Wire framing

User Flows

Motion Graphics

TOOLS

Figma, Sketch, After Effects (Expert), Adobe Creative Suite, C4D (Basic), Lottie/PAG, JSON

AWARDS

Honorable Mention

Microsoft Imagine Cup UX

Challenge (International) 2014