

Zero Lu *Product Designer*

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About

Product designer experienced in designing, evaluating and shipping novel user interfaces. Specialized in novel interaction design for VR/AR with 5+ years of experience. My specialty in programming enables me to turn concepts to polished prototypes quickly. Use user-centered approaches to conduct research driven design.

Professional Experience

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| Xim Industry Inc., Interaction Engineer | 2018 Nov – present |
| <ul style="list-style-type: none">Led and shipped Holo Museum 🔗, an educational AR experience. It became the major income source of XimmerseLed the design of Blaster 🔗, the world's first co-op shooter in MR. Acquired by NetEase 🔗Wrote mixed reality design guidelines 🔗 for Ximmerse developersFiled dozens of interaction design related patentsPublished on ISMAR' 19 Demo 🔗 during my spare time | Guangzhou, China |
| Huawei, User Experience Engineer | 2017 Nov – 2018 Oct |
| <ul style="list-style-type: none">Received Best New Employee award in UCD | Shenzhen, China |
| Xim Industry Inc., Interaction Research Assistant / Project Manager | 2016 – 2017 Sep |
| <ul style="list-style-type: none">Successfully managed the development of <i>Star Wars: Jedi Challenge</i> 🔗 with Disney. It's the first and still the best-selling consumer AR headset in the world.Issued patents about VR interaction and AR optics | Shenzhen, China |
| NetEase, Front Engineering Intern | 2015 Feb – 2015 May |
| <ul style="list-style-type: none">Shipped a feature in Mail Master 🔗 app which has more than 40 million DAU | Hangzhou, China |

Education

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|---|------------------------|
| Technische Universiteit Eindhoven, Industrial Design | 2015 – 2017 |
| <ul style="list-style-type: none">Full tuition fee + 5000 euros/year from ALSP scholarshipRelevant coursework: Constructive Design Research, Data Visualization | Eindhoven, Netherlands |
| Zhejiang University, Industrial Design | 2012 – 2016 |
| <ul style="list-style-type: none">Skipped the final year of Bachelor for excellence. GPA: 3.91/4.0Relevant coursework: Creative Coding, Information Product Design | Hangzhou, China |
| SUTD, Engineering Product Design | 2014 |
| <ul style="list-style-type: none">Received full tuition fee + scholarshipVolunteered in LEARN program with visits to local elderly | Singapore |

Skills

Interaction Design

Prototyping (with Unity)

User Centered Design

Visual Design

Publications

WatchAR: 6-dof Tracked Watch for AR Interaction, ISMAR Demo [🔗](#)

2019