Zhou Ketuo

UX Designer

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Experienced UX Designer with over 8 years of end-to-end product design experience across desktop, mobile, and embedded systems. Proven track record leading UX initiatives for consumer-facing apps. Skilled in simplifying complex experiences, scaling design systems, and collaborating across disciplines to deliver data-driven, user-centered solutions.

EXPERIENCE

Senior UX Designer, Creative Technology
2020 Sep - 2025 Apr

- Led UX design from the ground up, across desktop (Windows/macOS) and mobile (iOS/Android) platforms, for the Creative app, serving as a first unified companion app for all Creative's audio and video products.
- Built and scaled a comprehensive UI/UX design system library, significantly improving design-to-development workflow efficiency.
- Led UX team to deliver designs for multiple projects, conducting usability studies, liaising with stakeholders, development team and marketing team to secure design alignment and buy-in.
- Collaborated with developers to define key metrics and established product analytics dashboard, enabling actionable app usage insights and data-driven design decisions.
- Standardized HMI UX across product lines (sound cards, headphones, speakers), ensuring cohesive and intuitive user experience together with the software experience.

UX Designer, Creative Technology
2016 Aug - 2020 Sep

- Redesigned the TV system of Sonic Carrier soundbar and defined its HMI display interactions.
- Designed the Sound Blaster Command app across PC and mobile for the flagship audio sound card product line, and designed SB InterConnect app for company's first Wi-Fi speakers product line.
- Redesigned product features and end-to-end interactions—across both app UX and hardware interface—for key experiences such as the TV system of the flagship Sonic Carrier soundbar and RGB lighting controls for gaming soundbars.
- Conducted user researches including focus groups, surveys, and card sorting exercises and usability testing as part of an iterative design process.

EDUCATION & CERTIFICATION

Master of Science, Management of Technology
2015 Aug - 2016 Jul

National University of Singapore (NUS), Singapore

Bachelor of Engineering, Industrial Design
2011 Sep - 2015 Jun

Zhejiang University, China

Sustainable Innovation
Acquired on 2024 Aug

Singapore University of Technology and Design (SUTD), Singapore

Scrum Master I (PSM I)
Acquired on 2024 Jun

SKILL

Design

Wireframing   Prototyping   UI Design   Interaction Design   HMI Design   UX Documentation   User Testing   Motion Design   Design System   Design Thinking   Empathy   Storytelling   Scrum   GenAI

Tools

Figma   Sketch   Zeplin   Affinity Suite   Photoshop   Illustrator   Blender   ComfyUI