

Zhou Ketuo

UX Designer

TEL 82390599

MAIL jacket.zkt@gmail.com

BLOG zhouketuo.com

EXPERIENCE

Senior UX Designer, Creative Technology

2020 Sep - Present

- Introduce the *Creative app* as a new platform app for all Creative's audio/video products, available on all desktop (Windows/macOS) and mobile devices (iOS/Android).
- Create a UI/UX design library for the UX team and establish a more efficient design handoff work flow between UX team and app development team.
- Standardize product UX across the product lines of Sound Cards, Headphones, Speakers.
- Define app data tracking and indicators with developers to establish app data analysis.
- Lead UX team to deliver designs for various projects, conduct usability study, liaise with stakeholders, development team and marketing team to get design buy-ins.

UX Designer, Creative Technology

2016 Aug - 2020 Sep

- Redesigned the TV system UX of Sonic Carrier soundbar and defined its LED display interactions
- Designed the *Sound Blaster Command* app for the flagship audio sound card product line
- Designed the *SB InterConnect* app for Creative's first Wi-Fi speakers
- Designed the RGB Lighting feature of *Sound Blaster Connect* app, and refined the app for a responsive design

All products and apps mentioned above are released to mass market.

EDUCATION & CERTIFICATION

Master of Science, Management of Technology

2015 Aug - 2016 Jul

NUS, Singapore

Bachelor of Engineering, Industrial Design

2011 Sep - 2015 Jun

Zhejiang University, China

Sustainable Innovation

Acquired on 2024 Aug

SUTD, Singapore

Scrum Master I (PSM I)

Acquired on 2024 Jun

SKILL

Design Thinking, Empathy, Storytelling, Wireframing, Prototyping, Motion Design, UX Documentation