

ChelseaZhou
Designer and Researcher
Full curriculum vitae

2015-Present,
Product Designer

I work with various startups as product designer. At Verlocal. I create UI/UX workflows for interactive products that aim to bring people to true local experiences.

Verlocal Pro: <https://www.verlocal.com/pro>

Verlocal Marketplace: <https://www.verlocal.com/>

I am passionate about distilling complex systems into elegant and simple design. I worked on design for three ICOs.

I designed contribution workflow, dashboard and website:

Website: <https://www.bluewhale.foundation/>

Mercury Protocol press:

<http://fortune.com/2017/08/24/mark-cuban-blockchain-mercury-protocol/>

I designed and built fintech products with various startups, and quickly got my design turned around in two weeks of time, and demonstrated to billion dollar customers in auto-loan industry. For example, one product quickly resulted in a partnership with Amne Bank within few weeks of time.

See demo site: : <http://demo.driveinformed.com/>

See press of MarketX platform:

<https://www.cnbc.com/2017/10/30/marketx-lets-chinese-investors-pour-cash-into-pre-ipo-tech-firms.html>

TechCrunch coverage of Agent App:

<https://techcrunch.com/2013/11/29/agent-makes-your-smartphone-a-little-bit-smarter/>

I also provided consulting services to various bike sharing startups with previous transportation experience. The thought pieces are well-received by leaders in bike-sharing industry.

Link to thought pieces:

<http://www.chelseazhou.design/single-post/2017/06/05/Bike-sharing-in-the-US-is-it-another-clash-between-technologists-and-urbanists>

I love maps and data; as a designer, I'm always trying to present data visually. Links to my previous mapping projects:

See project posts:

<http://www.chelseazhou.design/single-post/2016/12/17/Contextualizing-Los-Angeles%E2%80%99-Park-and-Open-Space-Facilities-An-Exploration-of-Park-Space-and-Car-related-Crimes>

<http://www.chelseazhou.design/single-post/2016/09/08/Traffic-Collisions-within-5-miles-on-California-Tribal-Land>

I designed and developed scripts to collect public Instagram photos with tagged keywords to study perception of public spaces. The tool was presented at design reviews to prominent urban designers and public officials, including SPUR.

Slide presentations on Github:

https://github.com/cz4fy/ps239t-final-project/blob/master/Results/slides_update.pdf

2017-Present, Designer, Builder

I design and build outdoor spaces focusing on high-end residential market. My design approach combines understanding client needs, materials and architectural aesthetics that withstands test of time.

See press:

<http://www.cottages-gardens.com/San-Francisco-Cottages-Gardens/April-2016/Silicon-Valley-Home-Tour-Garden-Designer-Noel-Cross/>

See more projects:

<https://www.houzz.com/pro/stratalandscapearchitecture/strata-landscape-architecture>

2014-2017, Building Collision Analysis Tool

I worked as project manager, designer and researcher at SafeTREC to improve road safety using insights gathered from collision data.

On Oct 20, 2016, research findings and collision mapping tools are presented at National Tribal Transportation Conference in Anaheim, CA.

Link to presentation and press:

http://nttc.nijc.org/wp-content/uploads/2014/10/Ragland_NTTC_V04.pdf

<https://safetrec.berkeley.edu/news/national-tribal-transportation-conference-tribal-road-safety-data-project>

The tool was also presented at PedCounts! Summit 2016:

Link to presentation:

http://californiawalks.org/wp-content/uploads/2016/11/Cooper_PedsCount-2016.pdf

Link to Collision Data Viewer:

<https://tribaldata.berkeley.edu/login.php#>

Crash tool demo link on Youtube:

<https://www.youtube.com/watch?v=x6FEEyEDJSE>

Link to Transportation Injury Mapping System:

<https://tims.berkeley.edu/>

As the designer and researcher, I summarize my findings in visual format. This is an infographic produced by me that provides a snapshot of road safety around the world:

Press: <https://safetrec.berkeley.edu/news/safetrec-global-road-safety-training-program>

2016-2017,

as an Artist and Designer at PlaceWorks, I focused on producing photo-realistic architectural 3D simulations. Several of my individual works have been featured at large public events and meetings.

Work sample link: <http://www.chelseazhoudesign.com/placeworks>

Photo-realistic rendering showing at National Park Service Port Chicago 72nd anniversary commemoration to help visitors visualize and learn about the plans for Memorial's visitor center. This conceptual image shows a proposed interpretive trail through former ammunitions magazines and visitor center located in retrofitted Navy warehouse building at the future Regional Park at the former Concord Naval Weapons Station.

Press:

https://www.facebook.com/portchicagomemorial/photos/a.399209973496961.93363.37200521621743_7/1045728978845054/?type=3&theater

City of Willits main street corridor improvement plan: My rendering is featured at various public meetings regarding downtown connectivity changes. I created photo-realistic drawings to showcase design proposals such as more public spaces along the alleyways.

Press: <http://www.willitsnews.com/article/NR/20160621/NEWS/160629998>

2014, Built Project/Public Installation in San Francisco

Project name: Urban Spectacle. Role: Designer and Builder; Collaborators: Urban Think Tank, ETH Zurich, En Route Architects; Project location: Montgomery Street, San Francisco
I worked with SwissNex, Urban Think Tank, ETH Zurich and En Route Architects to transform parking spaces into public spaces. These parklets are living labs for what's possible within a tiny outdoor footprint - a stage for discussion, performances, screenings, workshops and relaxation.

I designed spaces and furnitures, and hand crafted and painted these furnitures.

Press on En Route architects websites:

<http://www.e-r-a.net/The-Public-Spectacle-1> *Press on Swissnex's website:*

<http://www.swissnexsanfrancisco.org/media/latest-news/makingpublicspectacle/>

Event recording on youtube:

<https://www.youtube.com/watch?v=teDDC-jlb7U>

2014,

I worked for World Resource Institute, a global research non-profit organization. I wrote about cities and transportation and published my thoughts on WRI blog called 'the CityFix'. The CityFix is one of the leading publication hubs for things related to urbanism, transportation and sustainability, with reader basis of around 118k. My blogs are translated into different languages and quoted by writers around the world.

Link to my profile: <http://thecityfix.com/blog/author/czhou/>

My blog translated into Portugese published on the Cityfix Brasil:

<http://thecityfixbrasil.com/2014/03/14/friday-fun-passando-o-dia-no-metro-de-hong-kong/>

My piece quoted by other urbanist bloggers:

<https://marketday.wordpress.com/tag/shotengais/>

As member of Design and Transport team, I also provided research and design support to several major publications on improving road safety. One of them is called 'Cities Safer By Design'. *This publication provides technical guidance to stakeholders in cities around the world in helping them create safer streets and better urban life.*

https://www.wri.org/sites/default/files/CitiesSaferByDesign_final.pdf