



ZHOU QIWEI

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- UI/UX Designer
- Game Designer
- Product Designer

Multidisciplinary designer with 5+ years of experience in UI/UX, game design and product design. Skilled in crafting intuitive mobile interfaces, optimizing user journeys, and boosting user growth through A/B testing. Passionate about building playful B2C products that inspire and connect people.

Education

Sep 2018–Sep 2020
Keio University
Master's degree of Media Design

Sep 2014–Sep 2018
The University of Nottingham Ningbo China
Bachelor's degree of Engineering,
Product Design and Manufacturing

Skills

UI/UX Design
Product Design
Game Design
Motion Graphic
Graphic Design
Growth Hacking
Art Direction
Game Production

Experience

Feb 2023–Present
Senior UI/UX Designer, Product Designer
SpeakBUDDY Ltd., Tokyo, Japan

-Led UI/UX design for a B2C mobile language-learning app that combines education with game elements, improving user engagement and satisfaction through intuitive interaction patterns and playful design.

-Designed and launched two major core features from concept to release, integrating game mechanics into the learning experience to drive deeper motivation and long-term retention.

-Conducted end-to-end UX processes including user flow mapping, wireframing, prototyping (Figma), motion design, and design QA with engineers, ensuring polished and consistent UX across iOS and Android platforms.

-In the Growth Division, designed and executed data-driven UX experiments and A/B tests to optimize LTV, conversion, and retention. Iterated rapidly on onboarding flows, pricing screens, and feature prompts to support growth goals.

-Played a key role in the company's 150% YoY LTV growth, outperforming third-party design consultants and contributing to the strategic shift to an in-house design model for growth.



Software & Tools

Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe After Effect
Figma
Unity
Unreal Engine 5
Blender
PTC Creo
Keyshot

Languages

Chinese

Native

English

Full professional proficiency

Japanese

JLPT N1

Sep 2020–Dec 2022

Co-founder, Game Director Kinix Inc, Tokyo, Japan

- As the game director, designed, produced, and shipped 2 games with groundbreaking concepts, gaining 1500+ online players globally.
- Designed UI/UX from wireframe to art direction and assets generation, following up on the implementation process with UI programmers to ensure a consistent presentation in the final product.
- As the lead game designer, created game design documents, including system, gameplay, and levels design. Hands-on experience in finetuning gameplay, modifying grey box levels and adjusting 3Cs in Unity.
- As the creative lead, supervised graphic design, UI and art production by establishing design standards and art direction to ensure consistency and quality.
- As the project manager, work closely with developers, artists, and designers by setting up detailed production schedules and securing each milestone.
- As a co-founder, helped create business strategy, financial model, and pitch deck, helping our company raised 250,000 USD in the first round of investment at an evaluation of 1.6 million USD.

Sep 2018–June 2021

Game Design Researcher (Contract) Keio University, Tokyo, Japan

- Research topics: Innovative Gaming Interaction, Utilization of Bio-Feedback in Gameplay, Future Active Game Design, e-sports.

Oct 2017–Jan 2019

Designer Freelance, Remote

- Delivered design services including UI design, logo design, visual identity, 3D rendering and advertisement design for clients from China, Japan, and Colombia.