



NINGLI ZHU

Senior UX Designer | AI UX

Shenzhen, CN; Rotterdam, NL

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EDUCATION

MA, Digital Design
AKV St.Joost, Avans University / 2017 - 2019

MA, Information Design
Design Academy Eindhoven / 2016 - 2017

BA, Visual Communication Design
China Academy of Art / 2009 - 2013

SKILLS

Capabilities

- AI UX, AIGC workflows, vibe coding
- User research, A/B Testing
- UX strategy, information architecture
- Data Visualization
- Interaction design, prototyping, design QA
- Design systems, visual systems, component thinking
- Brand, web, digital marketing and campaign design

Tools

- Coding & AI: Codex, ChatGPT
- Design: Figma, Adobe CC, Midjourney, Stable Diffusion
- Video & media: Kling, AE, Pr, C4D
- Other: Notion, Google Analytics

STRENGTHS

- 0-1 project ownership across product, brand and content systems
- 8 years of overseas study and work experience
- Served 30+ international brands, institutions and cultural clients

LANGUAGES

- Chinese / Native
- English / Fluent
- Dutch / B1

PROFILE

Senior UX / AI-native designer across AI design platforms, consumer operating systems, websites, apps, cross-border digital marketing, and European cultural brand projects. I translate complex product, brand, and technology problems into clear workflows, reusable systems, and polished digital experiences grounded in design research and human-centered user insights.

WORK EXPERIENCE

Senior UX Designer

Shenzhen Root Innovation, CXD Design Center / Shenzhen / Feb 2026 - Present

- Shaped UX flows for an internal AI design platform, translating competitor research and brand requirements into modules for industrial design, marketing pages, packaging, product imagery, patterns and PDP generation.
- Led independent-site redesign strategy around personalization, lifestyle aesthetics, brand trust and emotional storytelling.
- Defined AI search and assistant patterns that connect user labels, scenario content and narrative marketing flows to improve content matching and conversion.

UED Designer

Huawei Nanjing Research Institute, UCD Design Center / May 2025 - Jan 2026

- Researched AI agents and frontier products, proposed AI-integrated concepts, and contributed to Haix Design language and interaction guidelines.
- Prototyped official-site intelligent search 2.0 and applied AIGC tools to concept exploration, product storytelling and delivery.
- Supported HarmonyOS 6.0 / Harmonium ecosystem design, spatial visual components and HCI patent writing.

Founder / Designer

ZEN-ZHU Studio / Netherlands / Dec 2019 - Feb 2025

- Founded an independent studio serving startups, cultural institutions and researchers through creative strategy, identity, digital interface design and video.
- Delivered brand, website, exhibition and publication-related design for 30+ international organizations and clients.
- Connected cultural value and emotional storytelling with digital transformation and technology innovation.

UI/UX Designer, Digital Marketing

NextportChina B.V. / Amsterdam / Aug 2021 - Dec 2023

- Designed China-market brand and campaign experiences for European SMEs, including mobile app / mini-program UX, marketing visuals, website updates and event materials.
- Worked with clients including Aptamil/Nutrilon, ABB Robotics, PostNL, ICL Group, DSM, Schiphol, China Southern Airlines, Mauritshuis and Alipay.

Media Designer Intern

UNI_VERSE Studio / Amsterdam / Jul 2020 - Dec 2020

- Assisted with 3D animation, campaign video design, VR brand-experience research and interaction concepts for online art exhibitions.

Visual Media Designer

Jiangsu Broadcasting Corporation / Nanjing / Jul 2013 - Aug 2016

- Created TV-program packaging, promotional-video visuals, video effects editing, event key visuals, print materials and outdoor promotion assets.