

# Julian (Yutong) Zhu.

## CONTACT.

London, UK  
UK Graduate visa

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## ABOUT ME.

Product / UX designer working across interaction, design systems and human-centred AI. RCA MDes Design Futures, co-founder at Bold Idea Lab, with experience across Sodexo, Huawei, SKG Studio and ByteDance.

## SKILLS & SOFTWARE.

### Product & UX Design

Interaction design, prototyping, wireframing, user flows, usability testing, accessibility

### Design Systems

Figma component libraries, responsive auto-layout, state-driven UI, design tokens

### AI Product Design

Agentic UX, prompt engineering, Vercel AI SDK, Web Speech API, Claude Code, Cursor

### Creative Tools

Adobe Creative Cloud, ComfyUI, Runway, Midjourney, Cinema 4D, Notion, Miro

## RECOGNITION.

Red Dot Design Concept - Shortlist, 2023  
International Design Award - Silver & Bronze, 2023  
European Product Design Award - Top Design, 2023  
Featured in The Guardian on AI in art and design, Mar 2026

# Product / UX Designer

Interaction, design systems and human-centred AI

## EXPERIENCE.

Jan 2026 - Present  
London, UK

### Co-Founder & Designer

#### Bold Idea Lab

- Lead design for Cerebral Learning, a customer-facing AI product orchestrating six specialised LLM agents into a structured voice-and-text workflow.
- Built the Figma component library from scratch, including agent persona variants, state-driven UI, voice and text affordances, theming and responsive layouts.
- Iterate weekly through user testing and hands-on prototyping with Cursor, Claude Code, Vercel AI SDK and Web Speech API.

Jan 2025 - Jul 2025  
London / Paris

### Service & Product Designer

#### Sodexo

- Designed Sodex Smartest, an AI-driven workplace dining service connecting personal taste memory with kitchen demand forecasting.
- Built a Figma design system covering 14+ touchpoints across kitchen, mobile app and dining-hall surfaces.
- Ran 1:1 user research with operators and end-diners, coordinating requirements between catering operators, users and Sodexo's enterprise client team.

Mar 2025 - Mar 2026  
Remote

### Web Designer

#### SKG Studio

- Shipped skgplus.cn end-to-end with a scalable design system, tag-filtered CMS across 170+ works, interaction details and responsive build.
- Rebranded amacontest.com into an international IP with 400+ teams across 4 editions; led visual direction and bilingual content strategy.

Sep 2022 - Dec 2022  
Chengdu

### UX Designer

#### HUAWEI

- Shipped 2 design systems on Huawei Theme Store across mobile and watch face surfaces.
- Redesigned 68 first-party and adapted 51 third-party icons across HarmonyOS within strict component and token conventions.

Oct 2023 - Dec 2023  
Chongqing

### Visual Designer

#### ByteDance

- Shipped 2 TikTok / TikTok Lite filters with 10K+ views and a TikTok Best of the Week feature.

## EDUCATION.

Sep 2024 - Sep 2025  
London, UK

### MDes Design Futures

Royal College of Art

Aug 2020 - Jun 2024  
Chongqing

### BA Digital Media Design

Sichuan Fine Arts Institute