

# Zhou Bailiang

UX Designer

---

## Zhou Bailiang

11006 24th Ave N  
Seattle, 98125

+1 (206) 326 8903

[zhou.gestaltung@gmail.com](mailto:zhou.gestaltung@gmail.com)

[www.zhoubailiang.com/portfolio](http://www.zhoubailiang.com/portfolio)

[linkedin](#)

---

---

### Summary

Zhou Bailiang is a designer, creating beautiful design solution to shape product that people love. He currently works at Google in Seattle. He has had the privilege to lead the design for Google Maps, one of the most used product worldwide today. His design works have won multiple international design awards. He is also an inventor of 36 US and international patents.

#### Language:

German, English ( professional proficiency ) and Chinese (native speaker)

#### Skills:

Data visualization, Information Architecture, Interaction Design, Visual design, Typography, Prototyping, Branding , HTML, CSS, Adobe CS, Sketch, Principle, unity3D.

#### Other skills and interest:

Public speaking, mentoring, design sprint master, hand sketching, photography, building Japanese Garden

---

---

### Experience

#### Google Seattle / Creative Lead

2016 - Present, Seattle, USA

- Currently, UX design lead for Google Duo and augmented reality.
- UX Lead of Google maps, from mobile to desktop, from local discovery to navigation, from Day time map to night map.
- launching the area of interest and new basemap in 2016-2017.
- UX design Advocating, Speaking, mentoring and teaching for both internal and external events

#### Google Australia / Senior Designer

2011 -2015, Sydney, Australia

- UX design lead for Google maps API (Javascript API, iOS and Android SDK, ect )
- UX design lead for Driving maps and Android Auto
- UX design lead for Indoor Maps, assignment in Tokyo office
- UX design lead for Imagery and UGC for Google maps.
- Cross functional / location collaboration.

#### Google China / UX Designer

2007 - 2010, Beijing, China

- Building the China UX team, hiring, define UX process and design guidelines.

- Team leader and UX lead for various China, Japan and Korea design initiatives.
- UX lead for Japanese map and Global maps redesign.
- Visual design team representative in APAC.
- Mentoring

### **Siemens / Interface designer, Design Manager I**

2004 - 2006, Beijing, China

- design lead in china office,
- UX design for Sip phone and communication tools
- Lead UX design for Siemens home Entertainment system, between china and swiss office.
- mentoring intern

### **Spirit Link / Multimedia designer**

2002 - 2004, Erlangen, Germany

- Multimedia and Web designer, most projects are for siemens Medical devices.
- Flash designer for E-learning tools.

### **Cable and Wireless / Multimedia designer**

2000, Munich, Germany

- Internship.
- Web designer, designing the websites for the clients including: Alliance Insurance, SGI Computer, Ullmann Medical.

---

## **Education**

---

### **Hochschule für Gestaltung**

#### **Schwäbisch Gmünd / Diplom Designer (~master degree)**

1998 - 2002, Schwäbisch Gmünd, Germany

Major: information and media design

### **Hubei Fine Art Academy / 2 years**

1996 -1998, Wuhan, China

Major: product design

---

## **Award**

### **2012 Best consumer mobile service award,**

#### **Mobile World Congress Barcelona**

Google maps mobile / indoor maps

### **2011 Good Design Award (Japan), in category Interface Design**

Google maps japan redesign

### **2006 IF Design Award (Germany), in category Interface Design**

Siemens Home Entertainment System

### **2005 IF Design Award (Germany), in category Communication Design**

Malilian Furniture online branding

### **2004 German Multimedia Design Award, Silver Prize**

E-learning tool design

---

**Patents and  
Publication**

**Progressive disclosure of indoor maps (grant)**

<https://patents.google.com/patent/US8928657>

**Floor selection on an interactive digital map (grant)**

<https://patents.google.com/patent/US8464181B1/>

**Vertical floor expansion on an interactive digital map (grant)**

<https://patents.google.com/patent/US9652115B2/>

**Visualize the obscure object in 3D space (grant)**

<https://patents.google.com/patent/US9135743B2/>

**Indicating availability of indoor content on a digital map (grant)**

<https://patents.google.com/patent/US9684947B2/>

**Display screen with graphical user interface (grant)**

<https://patents.google.com/patent/USD757027S1/>

**System and method for indicating user location and facing direction on a digital map (grant)**

<https://patents.google.com/patent/US9052199B2/>

**Providing indoor facility information on a digital map (grant)**

<https://patents.google.com/patent/US9134886B2/>

**Presenting hierarchies of map data at different zoom levels (grant)**

<https://patents.google.com/patent/US9689703B2/>

**Customizable presentation of navigation directions (grant)**

<https://patents.google.com/patent/US9360340B1/>

**System and method for displaying real-time flight information on an airport map (grant)**

<https://patents.google.com/patent/US9443447B2>

**Displaying dynamic content on a map based on user's location and scheduled task (grant)**

<https://patents.google.com/patent/US9449407B2/>

**Method of displaying search results (grant)**

<https://patents.google.com/patent/US9292583B2/>

**System and method for geo-locating images (grant)**

<https://patents.google.com/patent/US8984445B1/>

**Navigation directions between automatically determined starting points and selected destinations (grant)**

<https://patents.google.com/patent/US9151627>

**Suggesting a target location upon viewport movement (grant)**

<https://patents.google.com/patent/US9684425B2>

**Personalization of map content via an application programming interface (grant)**

<https://patents.google.com/patent/US10025468B2>

**Method of displaying location of a device (grant)**

<https://patents.google.com/patent/US9973900B2>

**System and method for generating a geographic information card map (pending)**

<https://patents.google.com/patent/US20170371883A1>

**Varying map information density based on the speed of the vehicle (grant)**

<https://patents.google.com/patent/US9714832B2>

**Terminating computing applications using a gesture (pending)**

<https://patents.google.com/patent/US20170123623A1>

**Automated initiation and adaptation of a dialog with a user via user interface devices of a computing device of the user (pending)**

<https://patents.google.com/patent/US20170337186A1>

**Alignment of visual indicators on navigational maps (pending)**

<https://patents.google.com/patent/US20180066948A1>

**Dynamically Controlling Map Viewport in View of User Signals (pending)**

<https://patents.google.com/patent/US20160298982A1/>

**Linear Visualization of a Driving Route (pending)**

<https://patents.google.com/patent/US20180128636A1/>

**Contextual map view (pending)**

<https://patents.google.com/patent/WO2018106328A1>

**Identifying, processing and displaying data point clusters (pending)**

<https://patents.google.com/patent/WO2017222550A1>

**Automatically embedding digital maps in software applications (pending)**

<https://patents.google.com/patent/WO2015120370A1>

---

**Contact:**

Email: [zhou.gestaltung@gmail.com](mailto:zhou.gestaltung@gmail.com)

Mobile: +1 (206) 326 8903

Last update Sep.2018