

HAOCHEN ZHANG

Product Designer

Graduating in May 2017
Seeking full time position

haochenz.com

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WORK EXPERIENCE

UX Design Intern @ F Sharp

New York City, NY / May 2016 - Aug 2016

- Responsible for the user experience of campaigns and presales on Spotify and Deezer for clients such as Michelin, State Farm, Visa and SC Johnson.
- Involved in UX design and research on AdStudio, a digital ad management platform and created prototypes of various fidelities.

GIS Developer @ IDRE

Los Angeles, CA / Jun 2015 - Jan 2016

- Improved the quality of site plan images using Adobe PS.
- Assisted the project director in developing a synchronized map viewer using ArcGIS API, HTML and CSS.

Designer @ Daily Bruin

Los Angeles, CA / Aug 2012 - Mar 2013

- Designed the Opinion section weekly using Adobe Indesign and Illustrator.
- Collaborated with section editors on design quality assurance.

PROJECTS

Auburn Audio Tour

- Developed an augmented reality tour mobile web application for Augmented Environments Lab using Vuforia SDK, JavaScript, HTML and CSS.

Real-time Rock, Paper and Scissors Game

- Developed a real-time rock, paper and scissors game on Texas Instrument LCDK board using OpenCV and motion detection algorithm (both in C and Matlab).

EDUCATION

Georgia Institute of Technology

M.S. in Digital Media

Atlanta, GA / 2015-Present

University of California, Los Angeles

B.S. in Electrical Engineering

Los Angeles, CA / 2011-2015

SKILLS

UX/UI Design

- Wireframing
- Prototyping
- UX Strategy
- Info Visualization
- Info Architecture

UX Research

- Usability Study
- Use Case
- Persona
- Card Sorting
- Competitive Analysis
- Task Analysis
- Heuristic Evaluation

Design Tools

- Sketch App
- Omnigraffle
- Principle App
- Adobe Creative Suite
- Framer
- InVision App

Programming

- HTML5 & CSS3
- Javascript
- C
- C++
- Matlab
- OpenCV

LANGUAGE

English / Mandarin / French