

FREJA ZHANG

UX designer

A designer with great sense of empathy, technology awareness, and business acumen.

Contact

www.frejazhang.design

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Education

08.2021 - 08.2023

Georgia Institute of Technology

Master of Digital Media

09.2015 - 07.2020

Beijing University of Technology

Beachelor of Architecture

Skills

Design

UX/UI design

Wireframing

Rapid Prototyping

Animation

Research Methods

Contextual Inquiry

User Interview

Affinity Diagramming

Persona

User Journey Map

Usability Testing

Tools

Adobe Suite(PS, AI, ID)

Sketch&Figma

HTML&CSS&JS

Language

English(proficient)

Mandarin(native)

French(entry)

Work Experience

05.2021 - 08.2021

Interaction Designer / Beijing Sankuai Online Technology Co., Ltd

Design revision and user experience improvement of Da Xiang, a collaborative office tool

- Completed 6 redesign requirements. In the design stage, I collaborated with PMs and visual designers to make the interaction design sketch. In the development stage, I worked with SWEs to launch the new version;
- Chose the right component and customized the interaction based on specific user scenerios. Learned the rules of interactive components and analyzed competitive products from multiple perspectives.
- Learned to use pyramid principles to communicate with others and write reports during work.

07.2020 - 02.2021

UX Designer / Kylin Software

Design of Kylin Application Store, an platform running on KylinOS

- Wrote PRD, sorted out interaction logic, and completed wireframes.
- Designed 3 different visual plans, did rapid user testing to get user feedback, and iterated.
- Finished UI design and developed style guide, learned design system.

Projects

UX design / Course Project

Hydroband, a wearable wrist bracelet that can proactively notify the wearer if they are becoming dehydrated

- Conducted user research using survey, interview, and observation. Defined the painpoints with affinity wall.
- Designed the mobile UX and collaborated with industrial designers and software engineers in the team.
- Led the user testing in the iteration and was responsible for the team management.

Product Design / 2020 CAPPINNO Business Challenge

Yao Cao Energy Ball, a chinese flavor snack

- Presented a speech as a key speaker at FBIC 2020 conference(Bronze medal in the final).
- Conducted research on snack preference; Designed the brand visual; Iterated the product with group members.
- Built a product from concept to launch, and selling. Understood the commercial nature as a designer.