

# Z H I X U A N Z H A N G

Product Designer (UI/UX)

## Contact Info

☎ +1 347 562 8384  
✉ zzhang3036@gmail.com  
@ zhixuanz.net

## Education

### Georgia Institute of Technology

Master of Digital Media (MSDM)  
Atlanta, GA | 2021 – 2023

### Pratt Institute

Bachelor of Industrial Design (BID)  
Brooklyn, NY | 2017 – 2021  
3.74 GPA

With highest honors  
President's List, all semesters 2018-2021

## Skills

User Interview & User Survey  
Market Analysis  
Usability Test  
Wireframing  
Prototyping  
Journey Mapping  
Storyboarding  
UI Design  
Visual Design

Figma, Sketch, XD  
Photoshop, Illustrator  
Principle, After Effects  
HTML, CSS, Java Script  
Rhino, Solidworks  
Laser cutting, CNC, 3D Printing

## Work Experience

**Product Designer** May. 2019–Aug. 2019  
**Shanghai ZEUS Creative Design Co., Ltd** Shanghai, China

- Involved in the smart ring design project, worked on the integration of the digital and the physical products, and gained positive feedback in the post-launch round user testings
- Worked closely with the clients, produced journey maps and storyboards to assist better understanding of user needs
- Developed the low-fi and mid-fi prototype of the user guide interface and the sleep monitoring interface
- Worked closely with the product engineers, assisted the principal designer with refining 3D mode renderings

- Involved in Tesla's car mat design project, and compiled deliverables presented to clients as a bid document
- Led the research and conducted competitive audits and positioning survey

**Industrial Designer** May. 2018–Jul. 2018  
**Hubei Fengyuan Media Co., Ltd.** Wuhan, China

- Developed designs of signboards for Xianning Guanggu Square
- Built production-ready CAD models, and assisted engineers with production

## Selected Projects

**The Garden** virtual community for seniors planters | Jan. 2021–May. 2021

- Conducted the user-driven research including the foundational research and the usability study to guide the design
- In charge of ideating, prototyping, and the visual designs
- Conducted user testings and developed iterations

**Drawcto** AI based co-creative drawing tool | Aug. 2021–present

- Conducted an style transfer agent that worked seamlessly with other smart drawing agents