

# Elisa Zhang

## Product Designer



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## PROJECTS

### CYBR, Mobile App

Aug 2021 - Dec 2021 | Atlanta, GA

- Designed mobile app to help users keep track of, recycle, and repair personal electronic belongings, aiming to optimize use of technology and reduce electronic waste
- Conducted qualitative and quantitative user research on e-waste, produced concept sketches and wireframes for user feedback, developed app design system, and designed high fidelity prototype

### ZOOM DHH ACCESSIBILITY, Desktop App

Aug 2021 - Dec 2021 | Atlanta, GA

- Developed an online meeting environment design based on Zoom that improves the experience of deaf or hard of hearing people during business meetings.
- Worked closely with DHH population and sign language interpreters to conduct qualitative and quantitative research, produced concepts sketches, wireframes, and a high fidelity prototype for further user and usability testing

### LUXURY MEETS LOCAL BAR, Physical Prototype

Aug 2021 - Dec 2021 | Atlanta, GA

- Conceptualized an interactive bar table for luxury hotel chains, aiming to curate a unique experience of ordering cocktails and learning about local culture and fun destinations
- Constructed physical prototype of the concept, focusing on the city of Atlanta. Sourced original content on local hotspots, designed menu animations, built bar table, and incorporated RFID technology for seamless participant interactivity

## WORK EXPERIENCE

### MIBOLSILLO, Financial Analyst Intern

Mar 2021 - July 2021 | Remote

- Researched consumer trends in fintech, analyzed app data to identify insights and improve user engagement. Used the 3B method to identify positive goal behaviors for MiBolsillo users, remove barriers preventing goal achievement, and amplify user benefits
- Redesigned onboarding flow for new users, created mockups in Figma for user testing

### SEEDSTAGES, User Experience Intern

Mar 2021 - Jun 2021 | Remote

- Conducted research to improve current student onboarding, menu layout, and user flow using methods such as competitive analyses, card sorting, and heuristic reviews
- Redesigned student profile and menu screens, and created mockups in Figma for further user testing

## EDUCATION

### GEORGIA INSTITUTE OF TECHNOLOGY

Aug 2021 - May 2023

Atlanta, GA

M.S. Human-Computer Interaction

### UNIVERSITY OF CALIFORNIA, LOS ANGELES

Sep 2017 - Jun 2021

Los Angeles, CA

B.S. Statistics

B.S. Cognitive Science

GPA: 3.52/4

## SKILLS

### DESIGN

Personas, Storyboarding, Wireframing, Prototyping, User Journey Mapping, Interface Design, User Experience Design, Visual Design

### RESEARCH

User Interviews, Affinity Mapping, User Testing, Usability Testing, Heuristic Evaluation, Data Visualization, Statistical Analysis

### TOOLS

Figma, Sketch, InVision, Tableau, Miro, Balsamiq, Photoshop, Illustrator, After Effects, Webflow, R, Python, Basic HTML/CSS