

# YI ZHOU ZHANG

## FRANKY

Multidisciplinary Designer

## PROFESSIONAL SUMMARY

Recent MFA graduate in Design and Technology with an expertise in AI, industrial design, and UI/UX design. My work explores how artificial intelligence can be thoughtfully integrated into products and systems to enhance accessibility, foster inclusion, and adapt to user's needs.

## EDUCATION

### Master of Fine Arts in Design and Technology (MFA)

Parsons School of Design, The New School – Aug 2023 – May 2025

### Bachelor of Industrial and Interaction Design (BID)

Syracuse University — Aug 2018 – May 2023

## EXPERIENCE

### Design Lead & Industrial Designer

Liftoria – Assistive Furniture for Wheelchair Transfers – Jul 2024 - Apr 2025

- Led cross-functional team and managed project milestones
- Developed ergonomic assistive furniture with powered lift mechanism
- Developed physical prototypes and conducted hands-on user trials

### UI/UX Designer

ASGO – AI-Assisted Navigation App Startup – May 2024 - Aug 2024

- Led UI and UX design efforts using Figma and user-centered design methodologies
- Conducted user research, prototyping, and usability testing to optimize accessibility
- Collaborated with developers to maintain consistent design systems

### Bilingual Interpreter (English & Chinese)

World Elevator & Escalator Expo, Shanghai – Jul 2023

- Provided translation between English and Chinese during technical presentations
- Facilitated communication between international participants and exhibitors
- Translated elevator and smart building technology terminology

## Award

Liftoria – Red Dot Design Award Winner – 2025

National Third Prize, 16th User Experience Design Award – 2024

1st Place, Blackstone LaunchPad Intelligence++ Competition – 2022

## SKILL

### Design Expertise

UX/UI Design · Inclusive Design · Industrial Design · Interaction Design · User Research · Ideation · Design Thinking · Wireframing · Visual Branding · Prototyping · Rendering · 3D Modeling · Web-Design

### Software & Tools

Figma · Adobe CC (Ps, Ai, Id, etc.) · SolidWorks (Certified) · KeyShot · HTML/CSS · AI Model Development · Python

### Fabrication

3D Printing (FDM, SLA) · Laser Cutting · CNC Milling · Hand Prototyping · Model Making

### Languages & Soft Skills

Native/Bilingual Proficiency in English and Chinese · Team Leadership · Cross-functional Collaboration · Project Management · Presentation & Storytelling

## Contact

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