

# Lizhen Zhu

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## Objective

Product Designer  
User Experience Designer  
Web Designer

## EDUCATION

### Columbia University

M.A Instructional Technology and Media(STEM), Teachers College

Expected May 2020 | NY  
GPA:4.00/4.00

- Research and design human-computer interaction in education.
- Relevant Coursework: Theory/ Programming Interactive Media, Mobile Learning, UI Design, Instructional Design of Technology.

### Wuhan University

B.A Humanities Sciences, College of Literature

09.2014- 06.2018 | CHINA  
GPA:3.78/4.00

- Awarded Outstanding Academic Scholarship and Honor Student Fellowship.

### University of California, Berkeley

Sociology, Exchange student

08.2016- 11.2016 | CA  
GPA:4.00/4.00

- Relevant Coursework: Social Media and Virtual Community, Society and Technology.

## SKILLSET

Design		Programming
Product	UX/UI	HTML5
Instructional Design		CSS
Prototype	Visual	JavaScript
		jQuery
		Bootstrap
Tool		Vue.js
Adobe Creative Suite		
Sketch	Illustrator	Node.js
After Effects	Premiere	Riot.js
GSuite	Spreadsheets	Firebase

## INTERNSHIP EXPERIENCE

### United Nation

Communication Design/ Training Intern 05.2019 – present

- Design for Umoja Mobile application, official website and other communication materials following the UN brand’s visual identity.
- Collaborate with engineering to maintain a style guide to ensure more uniform interactions, contributing to the product launch.
- Research and advise training team on best industry practice and standard for capturing screens, packaging training module, building interactive SCORM tutorials, developing training aids, course tests, evaluations and assessments for certification.
- Develop e-learning materials and guidelines for the administration management tool ‘Umoja’ used by over 46,500 UN staff members globally.

## DESIGN EXPERIENCE

### Action! (Film Terminology & Filmmaking Platform)

UX Researcher/ Designer 03.2019 – 05.2019

- User Research: conducted observation, stakeholder report, and competitive analysis to articulate the need.
- Product Iteration: Designed effective personas, user journeys, storyboards, wireframes and interactive prototypes through initial research of user needs, business goals, usability testing and iterative design to design intuitive and engaging products.
- Product Management: Performed heuristic evaluation and user test to improve usability as well as the product features.

### AXON ( eLearning Application)

Instructional Designer/ Product Designer 08.2018 – 11.2018

- Product Ideation: initiated and brainstormed on product features.
- User Research: led the quantitative and qualitative user research, performed literature review of 30+ essays to identify user pain points and analyzed the design of 14 existing learning application models.
- Product Iteration: facilitated prototyping and sketching, created user personas and customer journey map, designed prototypes and wireframes to test assumptions and concepts, created high-fidelity screen designs and animated walkthrough of the UI.
- Product Management: conducted user tests to verify the validity and effectiveness, collected data through observations and interviews with 10 users, analyzed their needs and feedbacks, revised the products accordingly.

## ACTIVITIES

- Co-chair of Education Technology Panel, 2019 Columbia US-China Education Forum. 2019, NY
- Director of Career Development in TCCSSA(Teachers College Chinese Students and Scholars Association). 2018,NY
- Research Assistant in Game Research Lab, Teachers College, assistant in building confidential AR and VR projects. 2018, NY
- Keynote speaker at ‘2018 Études chinoises et traduction’ – International Study-Days of the AREC. 2018, Paris