

GWEN Y. ZHANG

experience design practitioner

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design

User Personas
Storyboarding
Wireframing
Usability Testing
Prototyping
Interaction Design
Visual Identity
Typography;

research

1 on 1 Interview
Focus Group
Shadowing
Contextual Inquiry
Survey Design
Co-creation Workshop
Grounded Research;

& tools

Sketch
Axure RP
Principle
Framer
Miro
Figma
Adobe XD
Adobe Suite
HTML
CSS
Javascript

education

University of Washington, Seattle

Sep 2019 - May 2021 | Seattle, WA

MS., Human Centered Design & Engineering

Parsons School of Design

Sep 2015 - May 2019 | New York, NY

BBA., Strategic Design & Management

Minor., Communication Design

Graduated with Honor, Dean's Lists

GPA 3.81/4.0

experience

Design Intern | Superunion, WPP

May 2019 - Aug 2019 | Shanghai, China

Client-based design & creative work. Design work includes web design, application design, & visual guidelines.

UX Design Research | Parsons Capstone

Sep 2018 - May 2019 | New York, NY

Project Chorus: VUI Design for multicultural and multilingual families with preschool children (Featured in Parsons SDS Symposium 2019).

UX Designer | WeHGC Technology

May 2018 - Sep 2018 | Remote

Designed the main task flows and visual identity for WeHGC mobile app v3.0-4.0, a fleet management platform. Collaborated with multiple teams to redesign the product functions of the app.

Design Researcher | UNICEF SDG 2030

Sep 2017 - Dec 2017 | New York, NY

UNICEF Agenda 2030 Design Research Colab. Field research, design strategy in partnership with P.S. 15