

Anna Zhang

ji_zhang@brown.edu | (401) 290-8866 | Willing to relocate

<https://azj00.github.io/> | [Github](#) | [LinkedIn](#)

EDUCATION

Brown University | Providence, RI Expected May 2024
MSc in Computer Science in Design pathway (GPA: 4.00/4.00)

Boston University | Boston, MA Sep 2018 - May 2022
BA in Computer Science, minor in Visual Arts (GPA: 3.80/4.00; **Honors:** Kilachand Honors College/ Cum Laude)

SKILLS

Product Design: User Research, Wireframes, Prototyping, User flows, A/B Testing, Style guides & Component library

Programming: Javascript/ HTML/ CSS, Bootstrap, XML, React, Python, SQL

Tools: Figma, Balsamiq, Canva, Adobe Suite, Tableau, LaTeX, Excel, Google Analytics

Languages: Mandarin, English, Korean

WORK EXPERIENCE

Earthly | England and Wales, Remote

Martech Project Manager Intern - Global Marketing Team May 2023 – Present

- Redesigned and developed marketplace website to improve conversion with **Figma** and **HTML/CSS**
- Tracked user flow and found user pain points with **Hotspot** data
- Created user pain points, user persona, user journey map, user flow and app skeleton for multiple web pages
- Liase marketing and engineering teams using **Jira** to facilitate business alignment and expedite action items
- Negotiated with stakeholders and engineering team for the best user experience design
- Support cross-functional projects that are designed to identify, address and close gaps in the customer experience
- Created and currently maintain outcome roadmap and spring board in **Notion** for engineering and marketing teams

Brown University | Providence, RI

Student Web Designer & Developer Nov 2022 – Present

- Designed and developed a web application to visualize lobbying data in the U.S for Climate and Development lab with **Figma** and Typescript
- Initiated user testing with Figma prototype to optimize design process
- Solo designed and collaborated with back-end engineers, researchers, and professors

UI / UX Assistant

Sep 2022 – Present

- Design user interactions and design system for courses web page with Brown's Digital Learning & Design team
- Perform user research and identify usability problems for current course websites and propose design solutions
- Develop python script to scrap and analysis course evaluation data for Course Development team; visualize the result in **Jupyter Notebook** and **Tableau**

Boston University | Boston, MA

Course Assistant – Android Application Development, Probability in Computing. Sep 2021 – May 2022

- Designed and developed course website with **Figma** and **Javascript**.
- Evaluated and provided crucial feedback to students' assignment submissions.
- Demonstrated responsibility by managing **50-200** weekly student assignments.

PROJECTS

Took App

Fall 2022

- Collaborated with a cross-function team to redesigned a English learning app for a startup to boost app popularity
- Conducted **user research** (persona, survey, usability testing) to collect user feedback; created a **user journey map** to identify pain points and potential optimization points
- Refined the app based on user testing feedback with **multiple iterations** ; proposed **design solutions with algorithms** and approved by founders

Elephant Edu

Spring 2022

- Conducted user research (persona, survey, usability testing) to collect user feedback
- Created user journey map to identify pain points and potential optimization points
- Established a design system from scratch and maintained design consistency with **Figma components**
- Featured in Boston University Kilachand Honors College Keystone Project Presentation