

# BEILEI ZHU

## UX DESIGNER

UX designer with a background in Visual Design and Front-End Web development (React, JavaScript), known for my strong problem-solving skills and a deep understanding of user needs, committed to crafting empathy-driven designs.



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## EXPERIENCE

2023- present

### UX Designer

Nashville Software School

#### UX Design - Rhino Splits

[Case Study](#)

- Created user-centric and visually appealing interfaces for mobile applications.
- Boosted conversion rates by 35% through user-centered wireframes and prototypes, demonstrating a keen ability to translate user needs into compelling design elements.
- Enhanced usability and task completion by 40% through comprehensive usability testing, rigorously aligned with WCAG standards to ensure accessibility and inclusivity.
- Performed user research and usability testing to iterate on interfaces.

#### Front End develop - FotoFinder

[React App Website](#)

- Developed full stack web applications using React, JavaScript, HTML, and CSS.
- Built CRUD functionality for dynamic web apps and integrated third-party APIs.
- Created admin dashboards for user account and privilege management.
- Gained experience with version control systems and code repositories.

2020-2023

### Graphic Designer & Photographer

Freelance

- Created Logos, menus, and other branding elements for local businesses by Illustrator, Indesign and Procreate.
- Handy Wall Arts painting for clients: **Chao Nail Salon, Banh mi and Rolls+**...
- Conducted business product and portrait photography for local businesses: **Love Peace and Pho, Far East Nashville**, and **Shabu-Shabu**.. etc
- Edited editorial photos for clients and social media posts by Lr, Ps.

2013-2014

### News Editor

HangZhou City Sub-district office, China

- Design and crafted the department's corporate newsletter, showcasing advanced graphic design skills and creativity.
- Compelling articles that provided valuable insights and information to our readers.

## SKILLS

Figma, Storybook, HTML, CSS,  
Photoshop, InDesign, Illustrator,  
Lightroom, Visual design

React, Next.js, JavaScript, Git, Github,  
TypeScript, RESTful API, Tailwind CSS,  
Postman, Firebase

## EDUCATION

### FRONT-END WEB DESIGNER/DEVELOPER BOOTCAMP

Nashville Software School - current

### GRAPHIC DESIGN

Nashville State Community Collage | 2018-2020

### MEDIA AND COMMUNICATION, BACHELOR OF ARTS

Communication University of Zhejiang, China  
2009-2013