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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◉ Nashville, TN

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Ⓑ beileizhu.com

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 ⦿   🔗 Live 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