

# BEILEI ZHU

Authorized to work in U.S.

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## UX DESIGNER

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

## TECH SKILLS

Figma • HTML • CSS • Sketch • Google Analytics • Adobe Creative Suite (Photoshop, InDesign, Illustrator)  
React • JavaScript • JSX • Git • Github • Firebase • Bootstrap

## EXPERIENCE

### UX Designer & Developer Nashville Software School

2023- present

Applied interaction design and UX experience at Nashville Software School, enhancing mobile app usability through targeted user research and testing. Conducted detailed surveys and interviews to create user personas and journey maps, informing design decisions. Designed and validated interactive prototypes with a focus on simplicity and user engagement, ensuring high functionality and optimal user experiences.

#### Rhino Splits [View Code](#) [Case Study](#)

- Conducted user research through surveys, personal and group interviews to understand needs and pain points.
- Designed low to high-fidelity prototypes focused on simplicity, clarity, and security, validated through iterative usability tests and peer reviews.
- Enhanced accessibility and usability, merging intuitive UI design system with smooth workflows to boost task completion by 40%, in compliance with WCAG standards and design principles.

#### FOTOFinder [View Code](#) [Live Website](#)

- Designed and developed a React application to solve user challenges in connecting with local photographers, ensuring swift, efficient access and seamless functionality.
- Employed strategic visual and interactive design elements, including typography, layout, color, and motion, to enhance user experience.

Skill Utilized: User Research • Wireframe • Prototype • Usability test • Accessibility • Communication

### Graphic Designer & Photographer [beileizhu.com](http://beileizhu.com)

2020-2023

- Created Logos, menus, and other branding elements for local businesses by Adobe InDesign, Illustrator and Procreate.
- Handy Wall Arts painting for local 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 Photoshop, Lightroom.

### News Editor HangZhou City Sub-district office, China

2013-2014

- 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.

## EDUCATION

### ● FRONT-END WEB DESIGNER/DEVELOPER BOOTCAMP

2023-2024

Nashville Software School

### ● MEDIA AND COMMUNICATION, BACHELOR OF ARTS

2009-2013

Communication University of Zhejiang, China