

# BEILEI ZHU

## UX DESIGNER

UX Designer adept at translating user needs into intuitive interfaces. Created wireframes, prototypes and high-fidelity mockups for mobile apps and web platforms. Strong portfolio of visual designs for mobile apps, and web pages. Designed case studies demonstrating user-centered design best practices. Proficient with leading UX/UI software tools like Figma as well as front-end technologies like React.js, CSS, and JavaScript.



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Nashville, TN



[Github](#)



[linkedin](#)



[Beilei's Portfolio](#)

## EXPERIENCE

2023- present

### UX Designer

Nashville Software School

#### UX Design - Rhino Splits

[Case Study](#)

- Created user-centric and visually appealing interfaces for mobile applications.
- Leveraged understanding of user psychology and behavior into design solutions.
- Developed wireframes and prototypes to effectively communicate designs.
- Performed user research and usability testing to iterate on interfaces.
- Used design tools like Figma and Sketch to build interactive prototypes.
- Maintained and expanded on existing design systems.

#### 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

### Freelance Graphic Designer & Photographer

- 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
- Javascript
- React
- Css
- HTML
- Github
- Bootstrap
- Firebase
- Ps.Photoshop
- Lr. Lightroom
- Ai. Illustrator
- In. InDesign
- Drawing
- Procreate

## 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