

CAROL LI ZHANG

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EDUCATION

Columbia University

New York City, USA

Masters Bridge in Computer Science (Graphics and Interfaces Concentration)

May 2026

Relevant Coursework: User-Interfaces, Human-Centered Design, Computer Graphics, Graphic Design

New York University - Shanghai

Shanghai, China

Bachelor of Science, Interactive Media and Business, Minor in Public Policy

May 2023

Honors: Magna Cum Laude, Dean's List 2020-2023

SKILLS

Computer/Software Skills: HTML5, CSS3, Tailwind CSS, JavaScript, TypeScript, React, Next.js, NPM, Chrome DevTools, GitHub, Figma, Adobe Creative Suite

WORK EXPERIENCE

Front-End Developer

New York, NY

Sparkling Javascript

May 2025 - Present

- Built and maintained 10+ interactive UI components using front-end frameworks (e.g., React) for an AI-powered joke-generation platform, enhancing usability and feature accessibility
- Developed the company's multi-page corporate website from an external high-fidelity mockup in under 2 weeks, enhancing site performance and accessibility across devices
- Implemented a functional A/B testing webpage, linking front-end UI to back-end AI joke engine, enabling real-time comparison and analysis of user-generated captions

Lead Web Designer & Developer

New York, NY

StarCode e.V.

Apr 2025 - Present

- Led the full redesign of the Starcode website to better align with the organization's mission, improve user experience, and support long-term scalability
- Conducted a comprehensive UX audit of the existing site and identified 25+ usability issues and areas for improvement
- Designed 15+ low- and high-fidelity Figma mockups to develop a new UI/UX flow informed by user feedback and competitor research

Lead Virtual Reality UI/UX Designer

New York, NY

Prefab Cat Studios

Mar 2025 - Sep 2025

- Designed and prototyped over 15 new UI interface screens in Canva, resulting in a smoother, more intuitive user experience for VR players
- Reduced user confusion and restructured menu clarity by streamlining the UI flow, resulting in a 30% decrease in task completion time during testing
- Facilitated 10+ competitor analyses, 15 user playtests and user interviews, generating over 100 points of qualitative feedback used to guide design decisions

PROJECTS

Consumer Reports

New York, NY

UX Research & Design

Jan 2025 - May 2025

- Managed a 6-person UX team in a semester-long client engagement with Consumer Reports, applying the human-centered design process to reframe and address a real-world challenge statement
- Oversaw 49 interviews and distributed 2 surveys with 276+ total respondents to identify user pain points, surface insights, and inform key design decisions

New York University Title IX

Shanghai, China

UX Research & Web Design

Aug 2022 - May 2023

- Conducted comparative UX analysis of 10+ U.S. university Title IX websites and interviewed 15+ users to identify structural, visual, and emotional barriers in navigating Title IX procedures
- Redesigned 10+ low- and high-fidelity UI prototypes to streamline Title IX content, using visual aids to improve clarity and support trauma-informed access