

# 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, Java, React, Next.js, NPM, Chrome DevTools, GitHub, Figma, Webflow, Adobe Creative Suite

## WORK EXPERIENCE

**Arlo** New York, NY  
**Software Engineer** Sep 2025 - Present

- Redesigning Arlo's housing platform to create a more streamlined and accessible user experience
- Managing backend infrastructure by maintaining databases and servers to ensure stability and scalability
- Cooperating in the integration of front-end interfaces with backend data systems to increase functionality and efficiency

**Sparkling Javascript** New York, NY  
**Front-End Developer** 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

**StarCode e.V.** New York, NY  
**Lead Web Designer & Visual Developer** Jun 2025 - Sep 2025

- Led the full redesign of the Starcode website to better align with the organization's mission, improve user experience, and facilitate 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

**Prefab Cat Studios** New York, NY  
**Virtual Reality UI/UX Design Intern** 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  
**Human-Centered 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