

Fern Zhang

UX Designer

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U.S.

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ABOUT DESIGN

There are three responses to a piece of design – Yes, No and Wow. Wow is the one to aim for. Good design reaches the heart of people. Compared to Urban Design, UX is an area gives me more freedom of creativity and imagination.

I believe every project from design to execution presents an opportunity to push limits creatively and technically.



WORK EXPERIENCE

- ★ **Freelance** Graphic Design, Interface Design, Interaction Design.
2010 - Present
- ★ **Architectural Project Manager** North America Asset Management, TTC., 2017-2018
- ★ **Academic Researcher** University of Delaware,
2009-2017



EDUCATION

- ★ Ph.D. of Ecological Urban Planning and Design,
University of Delaware, 2017, U.S.
- ★ Master of Architectural Design,
2007, China.
- ★ Bachelor of Urban Design,
2005, China.

PUBLICATIONS

Eco-City Governance in Beijing, Seoul, and Taipei

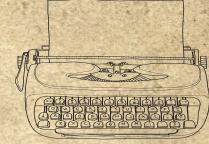
Public Date: Aug, 2011

Behavioral Approaches for Developing Species-specific Wildlife-Vehicle Collision (WVC) Mitigation Strategy

Public Date: Oct, 2015

CODING QUALIFICATIONS

- ★ HTML
- ★ CSS
- ★ jQuery



SOFTWARE



★ Proficient in Adobe Photoshop, Illustrator, InDesign, Sketchup

★ Proficient in Linux, Microsoft operating system

★ Competent in using Sketch, WebFlow

★ Experience in working with Adobe Dreamweaver

FREEHAND

Pencil
Pen & Ink
Watercolor



OTHER



Landscaper