Sherry Zhang

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EXPERIENCE

UX Designer + Researcher // New York, NY
Freelance, April 2014–Current
Delivered wireframes and high-fidelity mockups for a responsive website redesign of ProjectInkblot.com, currently being implemented. Key tasks in addition to UX work included business and digital strategy and visual design. Scope spanned user and stakeholder research, landscape analysis, web analytics, and contextual study, followed by successive iterations of wireframes and prototypes backed by A/B and user testing.

Kantar Media // New York, NY & Austin, TX
Assistant Research Executive, Research Associate, September 2010–February 2014
Have extensive hands-on experience with all stages of global syndicated and custom media research studies in the healthcare and technology industries, with front-to-back knowledge of questionnaire design, survey programming, quality control, field planning and production monitoring, data analysis, consumer segmentation and profiling, and data visualization/reporting.

- **Analytics**: Created and designed interactive dashboards on Xcelsius and Tableau, helping VP win prospective clients; mine 20,000+ data points to build custom segmentations and client decks for pharma companies. Internal team consultant for executing best practices in data visualization and analytics.

- **Project Management**: Independently manage complete projects with tens of thousands of respondents, from writing proposals and leading meetings to delivering strategic recommendations to clients. Specialized in **Operations** of online studies, overseeing panels, quotas, incentives, email campaigns, sampling, and methodology.

- **Culture**: Spearheaded company internal social networking group on Yammer to facilitate communication across organization, still in use daily; acted as Austin office spokesperson in company-wide Employee Culture Team

- **Activities**: Represented office as Meals on Wheels volunteer; represented team in floor-wide summer and holiday party planning committees

Austin Film Society // Austin, TX
Programming Apprentice, Intern, January 2010–August 2010
Ran weekly membership screenings and took lead on signups for 1300+ members.

Undergraduate Writing Center at UT Austin // Austin, TX
Writing Consultant, August 2008–May 2010
Taught writing skills to undergraduates in 400+ one-on-one consultations and gave informational presentations to freshmen about the writing process.

Millward Brown ACSR // Beijing, China
Client Services Intern, May–August 2008
Developed independent market research project on the growing service industry in China, exploring the sectors of financial services, tourism, and retail. Analyzed data measuring the effectiveness of clients' media advertising and branding, then organized formal presentations with suggestions for strategies to improve clients' marketing efficacy and reach.

SKILLS

Wireframing, prototyping, information architecture, qualitative & quantitative research, data analytics, user flows, personas, usability testing, project management

TOOLKIT

UX Tools: Axure, OmniGraffle, Photoshop, Illustrator, POP App, Marvel App, Keynote, HTML & CSS

Other Tools: Word, Excel, PowerPoint, Access, SPSS, Tableau, Final Cut Pro

EDUCATION

General Assembly // New York, NY
User Experience Design Immersive, March–May 2014

The University of Texas at Austin // Austin, TX
BBA, Marketing & BA, Psychology, May 2010

SERVICE

Minds Matter mentor preparing low-income, high-achieving high school students for college

Big Sister program for special-needs teen

RECREATION

film, food, geography, travel, improv, hiking, planning, exploring