

# Jenny Zhang

Designing to create 🧠 impact through 🎨 empathy

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## Education

### Cornell University • B.A Information Science

2020 - 2024 • *User Experience Concentration, Game Design minor*

**Relevant Coursework:** Digital Product Design, Web Design and Programming, Teams and Technology, Communication and Technology, Human-Computer Interaction Design, Game Design, Qualitative User Research and Design Methods

## Experience

### Cornell Design & Tech Initiative • Product Designer

**Zing** • (Sep 2022 - Present)

Designed data visualization feature for platform used by Cornell administrators to create diverse student groups. Conducted usability testing and user research.

**ClubView** • (Oct 2021 - May 2022)

Designed editing interface and individual page view for a club database platform. Created accessible design system, specifications, and handoff documentation.

### AABIX • Product Design Intern

May 2022 - Present

Spearheaded visual re-design for the user dashboard of a prop-tech startup. Designed new features based on customer feedback.

### Communications and Collaborative Tech Lab • Research Assistant

Jan 2023 - Present

Researched use of virtual voice agents in different digital applications. Created user research protocol, conducted experimental trials, and analyzed findings.

## Projects

### Lunar Haze • Game, UX Designer

Jan 2023 - Present

Designed UI components and UX for gameplay of desktop game. Created design system and developed handoff documentation and component specifications.

### CoachEra • Product Designer, Front-End Developer

May 2022 - August 2022

Designed and developed updated user dashboard and graphics for an AI-chatbot app implemented in research study using React. Designed and implemented corresponding website using HTML and JS.

### TransportX • Product Designer

March 2023

Designed mobile platform for small Indian farmers to transport produce. Won 'Most Market Ready' at the Cornell Digital Agriculture Hackathon.

## Toolkit

**UI/UX:** User Research, Wireframing, Prototyping, Usability Testing, Design Systems, Motion Design, Research Analysis, Product Thinking

**Design Programs:** Figma, Illustrator, Photoshop, Indesign, Procreate, Sketch

**Code:** HTML, JS, CSS, Python, React, PHP, SQL