

# KIKI ZHANG

UI/UX Designer

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## EDUCATION

Simon Fraser University

Jan 2017 - May 2020

Bachelor of Science,  
Interactive Arts and  
Technology

## CERTIFICATION



Salesforce Certified  
UX Designer

Issued Apr 2023



Salesforce AI  
Associate

Issued Oct 2023

## SKILLS

Interface Design  
Experience Design  
User Research  
Wireframing  
Prototype  
Usability Testing  
Collaboration  
Agile Methodology  
Programming

## TOOLKIT

Adobe Creative Suite  
Sketch, Figma  
Protopie, Flinto, Invision  
Midjourney, Chatgpt  
HTML, CSS, JS  
Processing, Java  
Git

## WORK EXPERIENCE

SENIOR UX DESIGNER

Jun 2022 - Mar 2024

*PwC Acceleration Center*

- Led the translation of design concepts and style guides into intuitive and engaging user interfaces, ensuring seamless user experiences across platforms.
- Collaborated closely with cross-functional teams in a fast-paced, agile development environment to deliver 8+ projects for prominent clients, including a top-tier food & beverage company.
- Championed user-centric design principles and best practices, contributing to the enhancement of overall product usability and accessibility.

UI/UX DESIGNER

Oct 2020 - May 2022

*HSBC (Service provider: Farben)*

- Contributed in user experience and interface design of a B2B product, fostering alignment with business objectives and user needs.
- Engaged in pattern discovery and consolidation efforts, optimizing design workflows and maintaining consistency within a unified design system.
- Successfully delivered 6+ projects, 3 of which were implemented across the GBA market, reaching hundreds of bank staff members.

WEB DESIGNER (Intern)

Sep 2019 - Jul 2020

*PressReader*

- Designed and developed B2B and B2C landing pages using HTML, CSS, and JavaScript, applying strategic marketing principles with a thorough understanding of brand guidelines to achieve higher conversion rates.
- Maintained various digital marketing materials on platforms including MailChimp, WordPress, Unbounce, HubSpot, and analyzed performance using Hotjar.

UX DESIGNER (Intern)

Sep 2017 - Dec 2017

*PwC Shanghai Innovation Center*

- Engaged in ideation and design phases for high-profile clients such as Universal Studios, Ping An, and Daimler.
- Researched clients, brands, and business models to develop personas, user journey frameworks, and identify touchpoints to align the product vision.
- Participated in designing, wireframing, and prototyping multiple products for iOS devices and websites using tools such as Sketch and Flinto.

## FREELANCE EXPERIENCE

STREETSTYLE PHOTOGRAPHER

Feb 2016 - Feb 2019

*New York Fashion Week (NYFW) & London Fashion Week (LFW)*

- Took hundreds of photographs on the street of New York and London city during NYFW and LFW.
- Edited (i.e. color corrected, composed) and posted photos on Instagram and received likes and reposts from top models and fashion influencers; selected photos purchased and published by uth magazine in China.