

# Shuomeng Zhang

📍 Edinburgh    ✉ leah.z23@outlook.com    ☎ 0792 065 57 14

Highly motivated UI/UX Designer with a strong foundation in user-centered design principles and a proven ability to translate user insights into intuitive and visually compelling digital experiences. Skilled in creating wireframes, prototypes, and high-fidelity designs for web and mobile platforms, with expertise in tools such as Figma and Adobe XD. Experienced in refining designs based on user feedback and performance metrics.

## Education

**MSc Design Informatics**, University of Edinburgh

Sept 2023 – Nov 2024

- **Distinction** (with class prize [🏆](#))
- Coursework: Human-Computer Interaction, Data Science for Design, Artificial Intelligence and Storytelling
- Authored a distinction-level dissertation, and accepted by the HCII Conference.  
([VisVoyage: A Co-Designed Tabletop Game to Support Data Visualization Learning Among Office Workers](#) [📄](#))  
Conducted semi-structured **interviews** and **co-design workshops**. Employed **thematic analysis, user survey, and user testing** to uncover insights and deliver innovative solutions for enhancing data visualization learning.

**BEng Industrial Design**, Tianjin University(China)

Sept 2018 – June 2022

- **Minor** in Business Management
- Coursework: Design Survey, Design Psychology, User Experience Design, Human Factors Engineering

## Experience

**UX Designer Intern**, JCTrans – Dalian, CHN

Mar 2023 - Aug 2023

- Conducted qualitative user research for B2B services, utilizing methods such as card sorting, user interviews, focus groups, and discern mapping to understand client needs and key user personas' decision-making processes.
- Delivered actionable user insights to the product design team, leading to interface adjustments, and provided in-depth user understanding to support the SEO team.
- Designed and executed CSAT and NPS surveys with over 50 clients, enhancing user satisfaction by 15%.

**Web Designer** part-time, Tianjin University – Tianjin, CHN

Apr 2021 - June 2021

- Researched over 20 online design exhibitions and conducted competitive analysis; analyzed website access data and gave a new and more suitable information architecture.
- Undertook the new interfaces design; helped with the adaptation of web pages on mobile devices.
- Organized and formatted over 500+ images and videos, for online display.

**Business Development Intern**, D'Andrea & Evers Design – Remote, NL

June 2020 – Jan 2021

- Initiated and developed client relationships through discovery calls, on-site visits, and tailored proposals. Aligned client needs with company solutions to secure a key partnership in China and win new projects.
- Provided cultural insights into Chinese market-specific preferences. Supported projects for the Chinese clients.
- Managed Chinese social media channels and developed marketing content to promote the studio's design philosophy, highlight key projects, and shape a strong brand identity, enhancing client engagement and brand visibility.

## Projects

**NHS End-of-Life Care Data Analysis and Educational Visualization**

[interactive prototype](#) [📄](#)

- Conducted comprehensive data cleaning and analysis. Developed narrative structures connecting data insights with public concerns to enhance the accessibility and understanding of complex data.
- Designed interactive animations and visual elements based on data narratives, improving user engagement.

## Skills

**Design:** Figma, Sketch, Adobe Creative Suite, Cinema 4D, Rhino, Keyshot, TouchDesigner,

**Strategy:** User Research, Data Analysis, Wireframing, Prototyping, Usability Testing, Project Management