

Lixian Zeng

lixianzla@gmail.com | lixianzla.github.io | 217-550-1360



Experience

Hello Design

UI/UX Intern | Jun 2021 – Present | Los Angeles, CA (Remotely)

- Work with project teams to execute UI/UX solutions with business goals in sight
- Work on the information architecture of multiple website projects and craft innovative UI/UX deliverables

Edzy

UI/UX Designer | Dec 2020 – Present | San Ramon, CA (Remotely)

- Conducted research and user interview to understand access to professional opportunities globally
- Created the design system and crafted visual system; iterated from product concepts to hi-fi prototypes through wireframing, rapid prototyping and user testing of key flows

Urban+

Product Design Consultant | Jan 2021 to March 2021 | Remotely

- Conducted user interviews to identify user needs of walking activities in the urban space, developed user journey map and user persona
- Collaborated with two designers to ideate, design, prototype and user-test Go Street, a mobile app for urban street walking index measurement and navigation
- Participated in meetings with stakeholders including product managers and developers for weekly design reviews to define business goals, user goals, product features and functions

Smart Energy Design Assistance Center (SEDAC)

Research Assistant | May 2019 – Aug 2020 | Urbana, IL

- Developed, designed and iterated on a decision support platform of the solar feasibility study program for Illinois Department of Transportation, a map interface providing a systematic review of land assets and solar energy generation potential
- Collaborated with the developer and the publications coordinator on the redesign of the website and digital contents
- Developed rebranding strategies for marketing materials; Built design guidelines and mentor on the design process
- Acquired, digested, and organized data from public resources and clients, performed specialized calculations and analysis to support energy efficiency projects and climate action planning projects

Nextan

User Interface Design | Mar 2018

- User interface design for Singapore MRT Station weather monitoring system

Education

Georgia Institute of Technology | edX

Professional Certificate in Human-Computer Interaction
Issued Dec 2020

University of Illinois at Urbana-Champaign

Master of Landscape Architecture
Aug 2017 – Aug 2020

University of Georgia

Exchange, Environment and Design
Aug 2015 – May 2016

Nanjing Forestry University

Bachelor of Engineering, Landscape Architecture
Sep 2013 – Jun 2017

Award

UX DESIGN CONTEST 16, 2nd Winner

- Reimagine an AI-powered recipe ingredient substitution UX

Design

User Interface Design
Wireframing
Prototyping
User Testing
Graphic Design
Data Visualization

Tools

Figma / Sketch
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
MySQL
R
Tableau

Technical

html / CSS
Bootstrap