

FREJA ZHANG

Product Designer | www.frejazhang.design Password:123 | 470 661 8547 | zhangfan5603@gmail.com

Work Experience

BrandPal Product Designer

FEB 2024 - PRESENT Creator Network Platform | Web | SasS Platform

- Conceptualized and designed the user interface for a conversational AI assistant, streamlining influencer matchmaking for small business product promotions.
- Designed the user flow for efficiently searching influencers and executing batch operations.

Tesla UX Design Intern

MAY 2023 - DEC 2023 Internet of things | Mobile | Internal Tool

- Led the transition of Wall Connector setup experience from a web-based tool to a mobile app, achieving 300 daily connections.
- Boosted device connection success by 30% and reduced setup time by 70%.
- Navigated resource constraints, collaborated with project managers, and engaged closely with various teams to efficiently deliver key features.

Apphatchery UX Designer

MAY 2022 - MAY 2023 Healthcare | Mobile | Customer app

- Led the end-to-end design process of an app that helps diabetes kids' families get better diabetes management, reaching a 95% satisfaction rate.
- Created an insulin calculator feature that enhanced dosing accuracy, increasing success rate from 78% to 98%.

Meituan Interaction Design Intern

MAY 2021 - AUG 2021 Retail | Mobile & Web | Enterprise Platform

- Delivered 6 new features that reduced schedule creation time and enhanced design consistency across mobile and web platforms.
- Analyzed the user activity data to identify user needs and inform rational design decisions.

Projects

Augmented Situated Visualization (ASV) In Grocery Shopping

Jul 2023 - PRESENT Augmented Reality | Retail

- Conducted a co-design workshop with 6 participants to identify and analyze pain points and opportunities in grocery shopping decision-making process.
- Developed 3 innovative prototypes and created a [demo video](#) to showcase the potential of ASV in assisting grocery shopping.

Education

Georgia Institute of Technology

SEP 2021 - DEC 2023

Master of Digital Media, HCI Focus

Beijing University of Technology

SEP 2015 - JUN 2020

Bachelor of Architecture

Computer Science Certificate

Skills

Design

User Experience (UX) Design, User Interface (UI) Design, Wireframing, Prototyping, Interaction Design, Information Architecture, Visual Design, Responsive Design, Human-Centered Design, Product Strategy, Data-Driven Design, Cross-Functional Collaboration, Accessibility Standards

Research

User Interview, Workshop, Affinity Diagramming, Personas, User Journey Map, Usability Testing, Survey, A/B Testing

Tools

UX/UI

Figma, Webflow, Photoshop, Illustrator, InDesign

Programming

HTML/CSS, JavaScript

3D Modeling

Unity, CAD, Rhino, Sketchup, Spline

Animation/Video Editing

After Effects, Premiere Pro, Protopie

Others

Jira, Github. Pendo, Google Analytics, Miro