MORAN ZHU

A senior design student who has the passion and motivation in visual and UX design while having competency in coding.

EXPERIENCES

ZenZone / Creative Intern — May 2016 - Aug 2016

- ZenZone is an advertising agency located in Beijing, China. It has provided services for more than 70 companies, including Kellogg's, HUAWEI and Mengniu Diary.
- Created GIF and static images for Kellogg's to post on social media during different holidays which successfully raised brand awareness and promoted the products.
- Designed a mobile web for HUAWEI that allows people to interact with and share on their social media. By integrating the features of their new laptop, it increases the exposure for the product and the brand.

UI and UX Design / Course Projects — 2015 & 2017

- Redesigned Craigslist's information structure and visual style. Using html/CSS, created a more elegant, user-friendly site.
- Designed a travel mobile application through researching, ideating, wireframing, testing and prototyping.

Print Design / Course Projects — 2015 & 2017

- Made the book design for Alice's Adventures in Wonderland and a political book by using Photoshop, Illustrator and InDesign.
- Made a trifold brochure for a travel agency that maintains the existing brand style and helps promote one of their packages.

EDUCATION

Simon Fraser University — Sep 2014 - Present

Majoring in Interactive Arts &Technology with concentration in Design. Minoring in Publishing.

CONTACT

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SKILLS

Illustrator
Photoshop
InDesign
Sketch
HTML/CSS
Java

STRENGTHS

Visual Design
UX Design
Interface Design
Print Design
Prototyping
Wireframing

INTERESTS

Handcrafting
Video Editing
Flute-playing