

Ruoxi(Pauline) Zhang

Email: ruoxiz@andrew.cmu.edu, Phone Number: 412-251-3781, Website: <https://ruoxi.framer.media>

EDUCATION

Carnegie Mellon University, Pittsburgh

2021.09 - 2025.05

- Bachelor of Arts in Information Systems & Architecture
Additional Major: Human-Computer Interaction
- Cumulative GPA: 3.98 / 4.0

WORK EXPERIENCE

Product Design Intern, ByteDance Ltd., Beijing

2024.05 - 2024.08

- Improved the company's LLM-based product MagicSurvey's MAU by 20% through improving the user flow and redesigning the homepage.
- Enhanced the website's functionality and increased the Page Views by 25% for MagicSurvey by implementing a word cloud generator and customized analysis tools.
- Collaborated with the PM and a team of engineers to design and develop a new LLM product MagicTalk from scratch, employing agile development practices, iterative design, and project management work.
- Hosted and participated in tens of brainstorming sessions around content strategies, and enhanced the visual content engagement on TikTok's feed.

UX Design Intern, GrowFruther LLC, Remote

2024.04 - 2024.07

- Led the product framework design for CLOSE BY near me.
- Designed the user flow and content for a rating system from scratch by collaborating closely with the product manager and the development team.
- Conducted extensive research on the market and 10+ competitors to identify features that could differentiate CLOSE BY near me from others in the market.
- Implemented unique features like AI sub-ratings based on research to set the product apart from competitors, enhancing its appeal and usability.

Project Manager, re: Bloom, Remote

2023.09 - 2024.04

- Collaborated with the founder of Wellness Withn and stakeholders to finalize the structure and information architecture of the website, which Helped Wellness Withn to implement 5 new features and increase the website views by 22%.
- Collaborated with engineers and made major decisions on design, time management, and implementation aspects.
- Conducted market research on similar businesses of Wellness Withn and 8 user tests on the new website.

RESEARCH EXPERIENCE

Research Assistant, CMU HCII, Pittsburgh

2023.09 - Present

- Generated and submitted the co-first author paper of our study to CHI under the field of security and privacy.
- Conducted in-depth interviews with the homeless population and service providers in local areas to understand their digital security challenges, informing the development of empathetic, user-centered design solutions.
- Utilized design thinking to create storyboards that visualized innovative solutions to enhance digital security for the homeless, demonstrating skills in ideation and prototyping.
- Led the group members to present the storyboards and design solutions to local service providers.

SKILLS

- **Language:** English(proficient), Mandarin(native)
- **Programming:** Python, HTML, CSS, JavaScript, SQL, MongoDB
- **Design:** Figma, Sketch, Adobe Suite, Procreate, Rhino, Lumion