YUE ZHANG

💛 **UX DESIGN**

EXPERIENCE

UX Designer (part time), Etomon   Oct 2019 - Present | New York, NY

UX Design Intern, Etomon   Jan 2019 - Oct 2019 | New York, NY

• An e-learning website for an early-stage startup that connects thousands of students and teachers across the globe.

• Collaborate with 1 product manager, 2 designers, and 6 engineers to define 20+ product features and product strategies.

• Design user flows, wireframes, interfaces, and interactive prototypes for laptops and mobile devices within tight timeframes; contributed to more than 60% of the design for the whole website.

• Took initiative to build and maintain the style guide which largely increased the design team's productivity and improved cross-team communication.

EDUCATION

MS in Human-Computer Interaction, Rochester Institute of Technology

Aug 2016 - Aug 2018 | Rochester, NY

GPA: 3.97

BS in Psychology & Applied Chemistry, Central China Normal University

Aug 2012 - June 2016 | Wuhan, China

Double Degree

PROJECTS

UX/UI Design, My Artbook Mobile App

Feb 2018 - July 2018 | Rochester, NY

• Independently designed an iOS mobile app to enhance art museum learning experience using user-centered design methods.

• Conducted 8 one-on-one interviews and interpreted data through affinity diagramming to prioritize 7 product features.

• Designed wireframes and UI elements. Created a hi-fidelity interactive prototype and evaluated its usability with 10 task-based user tests and surveys.

UX Design, Blades VR Game

Feb 2017 - May 2017 | Rochester, NY

• Collaborated with 2 designers and 2 developers to build an educational VR game for people interested in Chinese martial arts.

• Conducted 6 contextual inquiries and created user flows and storyboards.

• Managed user testing from survey design to data analysis. Collected 70+ pieces of useful user feedback for product improvement in one day.

CONTACT

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SKILLS

Research

Interviews & surveys

Competitive Analysis

Data Analysis

Usability Testing

Heuristic Evaluation

Design

Task flow

Persona

Storyboarding

Journey Mapping

Wireframing

Prototyping

Visual Design

Web Design

Design Systems

TOOLS

Sketch

InVision

Figma

Adobe XD

Principle

Axure

Illustrator

After Effects

HTML / CSS

JavaScript

HOBBIES

Singing

Psychology