

Robin Zheng

I live in Jersey, design, and write on occasion.

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Multimedia Designer

[Ubimo](#), a Quotient brand, adtech

APRIL 2019 – NOW • 1.8 YR • NYC

- Create print, web, and video materials for the entire marketing lifecycle to support Sales and capture leads
- Manage web content, visualize data, and design templates
- Build better process with engineers, writers, & data analysts
- Evolve the Ubimo brand from startup to larger media org

UI Designer

[Winston Benefits](#), hr software

OCT 2017 – DEC 2018 • 1.3 YR • NJ

- Part of small Product team working to establish design standards for benefits enrollment SaaS software
- Sit with internal users to understand needs & goals
- Turn technical requirements into wireframes and prototypes
- Create high-fidelity mockups and specifications
- Write custom CSS and participate in code review process

Freelance

FEB – SEPT 2017, FEB – MAR 2019 • 6 MO • Remote

- Custom WordPress site (LearningScience.org)
- Copywriting for a Drupal agency (softescu.com)

UX Design Intern

[Frontline Education](#), edtech

MAY – AUG 2015 • 4 MO • PA

- Exposure to entire UX process, from user research to development handoff in an Agile product team
- Research, design, and pitch travel mobile app concept

BASICALLY...

Curious person with 4 yrs tech experience trying her best

TOOLS

Figma, Sketch, Adobe Photoshop, Illustrator, HTML5 + CSS3, WordPress, InVision, HubSpot, Microsoft Office, GSuite

Working knowledge of: After Effects, Premier, GitHub, Visual Studio IDE, Google Data Studio, Balsamiq, UXPin

EDUCATION

BFA Graphic & Interactive Design

TEMPLE UNIVERSITY

Temple Japan

SUMMER 2014 (TOKYO)

VOLUNTEER

Project Alpaca Volunteer

NYC incubator for young adults

2019 – NOW

Usability Tests Facilitator

Run user testing sessions with students to improve university library site

MAR – MAY 2017