

# Robin Zheng

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

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## Multimedia Designer

Ubimo, a Quotient brand

APRIL 2019 – NOW • 2 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

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

- Web design for a pharma startup ([onqualityrx.com](https://onqualityrx.com))
- Copywriting for a Drupal agency ([softescu.com](https://softescu.com))

## UX Design Intern

Frontline Education

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

### Eclipse Literary Magazine

MAR 2021 – NOW

### Project Alpaca

Mentor young adults in creative & tech

2019 – 2021

### Usability Tests Facilitator

Run user testing sessions with students to improve university library site

2017