Jiahao Zhu

UI/UX Designer

simonzhu223@gmail.com | (415) 994-0951

LinkedIn | www.jiahaozhu-uiux.com | San Jose, CA

Portfolio passcode: welcome1234

User-driven and innovative designer with foundational experience of building websites from conception to launch, conducting user research and testing, and boosting UI and UX. Diplomatic communicator adept at providing operational updates to key stakeholders and adhering to company style guides, industry standards, and user needs. Proven track record of executing key decision-making to improve readability, usability, and customer value. Proficient at directing processes including wireframes, prototyping, grid and layout, typography, sitemaps, mockups, competitive audits, and user flows with basic understanding of HTML5 and CSS3.

Areas of Expertise

Website Design	User Research & Testing	Rapid Prototyping
Graphic Design	Interaction Design & Usability	Typography & Sketching
User Interface (UI)	User Experience (UX)	Color Theory

Technical Proficiencies

Platforms and Tools:
Windows Server, macOS, Balsamiq Cloud, Microsoft Office Suite, Jira, Asana

Graphics:
Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

Experience

UI/UX Design Volunteer at WhoWhatWhy

Jan. 2022 - Present

Improved company website by implementing layout and type-facing changes to enhance UX and amplify pageviews. Guide user research and data analysis to adhere to project needs and strategic objectives. Communicate with the customer experience and engineering team to obtain user feedback and execute strategic changes.

- Increased customer satisfaction after altering type facing of the website to advance readability

- Boosted pageviews by 12% by redeveloping the website to advance UX

- Augmented layout of donation page to grow support of non-profit journalism

UI/UX Designer at Helu Studio

Oct. 2021 - Jan. 2023

Spearhead conception-to-launch development of company website for mobile and desktop platforms/interfaces including planning, execution, and usability testing while adhering to company style standards. Coordinate with the software engineering team to safeguard user experience (UX). Develop sitemap and wireframes to ensure user flows are streamlined. Formulate a design system of typefaces and colors. Implement and conduct user research and testing to identify market trends.

- Executed sole production of the company website from ideation to completion

- Directed logo and business card design for company

- Devised design structure of fonts and colors for future employee and company usage

- Identified prospective customers to increase profitability and business growth

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UI/UX Designer Intern at Relaymile

Jan. 2022 - Apr. 2022

Remodeled company website by executing strategic resolutions to maximize UX for a web application. Collaborated with multiple departments to implement comprehensive knowledge of UX and boost website efficiency. Developed UI mockups and prototypes, storyboards, process flows, and sitemaps to demonstrate sites' function and layout. Monitored site performance to assess usability and recommended findings to key stakeholders. Directed user analysis by conducting interviews with brokers, shippers, and drivers to ascertain feedback and introduce improvements.

- Optimized user experience by detecting UX issues, delivering oversight and production of the website, and employing a minimalist design

- Organized redesigning of icons to remain coherent with updated website design

- Amplified efficiency of the site through persuading key stakeholders and employing knowledge of UX

Additional Experience

Photographer at San Jose State University

Jan. 2020 - Dec. 2020

Education

Bachelor of Arts in Design Studies and Minor in Photography

San Jose State University, San Jose, CA, 2020

Awarded with Dean's Scholar for achieving GPA of 3.65 or higher

Projects

Academic Projects

Mobile App and Mobile Responsive Design: Developed persona and problem statements to determine user needs. Created structures including analogue/digital and mid-fidelity wireframes and low and high-fidelity prototypes, and produced sitemap and hierarchies to determine page prioritization and linkages. Performed user analysis by interviewing prospective users, ascertaining pain points, overseeing prototype testing, and improving UI/UX based on feedback and market research. Utilized Adobe XD to implement UI design and produced UX flows.

Licenses & Certifications

Google UX Design Certificate
Coursera, December 2021

CalArts UI / UX Design Certificate
Coursera, February 2021

Languages

English (Fluent), Mandarin (Fluent), Cantonese (Fluent)