

RESUME

Tao “Jenny” Zheng

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EDUCATION

New York University

Integrated Digital Media

B.S (Fall 2022) & M.S (Spring 2023)

Korean, Studio Art, Media,
Culture, and Communication (MCC)

SKILLS

Figma, Adobe XD, Sketch, Premiere Pro,
Photoshop, Illustrator, After Effects,
Indesign, Final Cut Pro, Miro, Slack,
Microsoft Office, Maya, HTML, CSS

RELEVANT COURSES

User Experience Design, 3D modeling,
Ideation and Prototyping,
Interpersonal Communication,
Interactive Narrative, Visual Design Studio,
etc.

GROUPS

NYU Tandon Chinese Students and
Scholars Association (CSSA)
NYU. LIVE

PROJECTS/TEAMS

NYU Ability Project (now)

[Student Research VIP Teams: Everyday Assistive Technology](#) | 2021.09 -

Learning, reading, and researching about WCAG and inclusive design. In the progress of creating wireframes and prototypes to create an accessible repository of student work and a new feature to the page.

Food Service SaaS Project (now)

[Team Project with three other teammates](#) | 2021.10 -

Design reliable solutions to restaurant clients to simplify restaurant operations by reducing company costs and improving efficiency. Creating solutions for website, POS System, and mobile mini-programs of WeChat. In the progress of conducting research for competitive analysis and learning B2B best practices for design systems.

NASA Eclipse Soundscape Accessibility Project

[Team Project with two other teammates](#) | 2021.02 - 2021.05

Conducted qualitative and quantitative research with the goal of understanding user needs and pain points and created personas, journey maps, sketches, high fidelity wireframes, and interactive prototypes using Figma.

WORK

Preproduction Perfumery

[Freelance Graphics Designer](#) | 2021.09 -2021.11

Created graphical designs for landing pages and product pages, worked on types and layouts for brand labels, and created graphic prototypes for sample bottles.

Children and Screens

[Video and Web Design Intern](#) | 2021.02 - 2021.05

Created wireframes, prototypes, and style guides for the institute website. Prepared and edited optimized, impactful video content for website and YouTube channel. Produced virtual live video content (interviews, webinars etc.) and managed all aspects of post-production for live virtual events.

MingJian

[Graphic/UI Designer](#) | 2020.07 - 2020.09

Redesigned company logo and company website visual appearance using Adobe XD and Adobe Illustrator, made icons and style guides for company branding, made interactive prototypes to improve company website's UI/UX.