

# Wenjing Zhu

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wzhu4205@gmail.com | Orange County, CA

## **Professional Summary**

UX/UI designer with a background in strategic planning and marketing. Passionate about creating innovative digital experiences that delight users and drive business results. Skilled in user research, interaction design, prototyping, and visual design. Strong ability to collaborate with cross-functional teams and communicate design solutions that align with business objectives. Proficient in using design tools such as Figma. Seeking a role in which I can leverage my strategic planning background and design skills to create intuitive and engaging products that meet user needs and exceed business goals.

## **Skills**

- Human Centered Design
- User Research (Qualitative and Quantitative)
- Figma
- Wireframing
- Prototyping
- Usability Testing

## **Language Skill**

Chinese (Native proficiency)

English (Professional proficiency)

Japanese (Limited Working proficiency)

## **Projects**

### **Employment Experience**

#### **Junior Planner at Saatchi & Saatchi, Shanghai**

November 2020 - November 2021

- Wrote creative briefs that effectively communicated client needs and objectives to the creative team, resulting in the successful launch of several new hair product campaigns.
- Led small-scale projects, coordinating with cross-functional teams to ensure project milestones were met on time and within budget.
- Facilitated brainstorming sessions and workshops with internal teams and clients, encouraging collaboration and creative thinking that led to innovative solutions and ideas.
- Participated in marketing research, conducting both qualitative and quantitative studies, and wrote research reports that informed the development of marketing strategies for the hair product category. Under the lead of Senior planner, involved in the pitch for clients such as Estee Lauder, Ikea, Mac Donald's and Pampers.
- Successfully won the pitch for Pampers. Under the lead of the planning head, developed and pitched an innovative audio branding idea to the client, successfully convincing the client to invest in. The campaign resulted in increased brand recognition.

**Education****UX/UI Certificate, University of California, Irvine**

January 2023 - June 2023

**Master of Marketing Communication, University of Melbourne**

February 2019 - June 2020

- Integrated Marketing Communication
- Marketing Research
- Business Strategy
- Audiovisual communication
- Writing and Editing for Digital Media

**Bachelor of Arts, University of Melbourne**

February 2016 - December 2018

Major:

Media and Communication

Japanese