

YIRU ZHANG

yiru0137@gmail.com | Randwick, Sydney, NSW | www.yiru-zhang.com/

EDUCATION

University of Michigan - Ann Arbor <i>Master's, urban design (digital design)</i>	08/2021 - 12/2022 GPA: 3.87
Pennsylvania State University - University Park <i>Master's, landscape architecture, geospatial data analytics</i>	08/2018 - 08/2021 GPA: 3.82
Shanghai Business School <i>Bachelor's, Art</i>	08/2014 - 05/2018 GPA: 3.85

CERTIFICATIONS

UX Design Certificate, Google & User Experience Design Certificate, Georgia Institute of Technology, 2021

PROFESSIONAL EXPERIENCE

TBG Partners <i>Designer</i>	Houston, TX, USA 03/2023 - 04/2024
<ul style="list-style-type: none">Developed end-to-end user experiences through sketches, digital design media, and presentations, applying Human Centred Design (HCD) principles in a complex environmentIncorporated user feedback into design iterations, creating design solutions that harmonize functionality and aesthetics from a user-centered perspective	
Dweebs Global <i>UX Designer</i>	Ann Arbor, MI, USA 01/2022 - 12/2022
<ul style="list-style-type: none">Collaborated with development teams in an agile environment to implement web design, implemented responsive website designs using HTML and CSSDesigned visually appealing web pages with careful attention to the hierarchical importance of elements.Worked directly with developers to implement designs	
Gensler <i>Researcher</i>	Washington, DC, USA 05/2022 - 08/2022
<ul style="list-style-type: none">Experienced in defining problems, ideating, and unlocking innovative solutions with AI technology, resulting in a 45% increase in process efficiencyAdvocated for user needs by integrating research insights into innovative design solutions through generated urban development tool Delve developed by Google Sidewalk Labs	
Penn State University <i>Web Designer</i>	State College, PA, USA 08/2020 - 12/2020
<ul style="list-style-type: none">Designed the visuals with careful consideration of the hierarchical importance of page elementsRealized designs of a responsive website as fully functioning web pages with HTML and CSS	
Environmental Planning & Design <i>Design Intern</i>	Pittsburgh, PA, USA 05/2019 - 08/2019
<ul style="list-style-type: none">Synthesized diverse data into clear, interactive maps for public presentations, ensuring accessibility and comprehension for a wide range of stakeholdersDesigned and delivered engaging presentations at multiple public meetings, effectively communicating complex information and encouraging community participation and feedback	

SKILLS

UX Design: Figma, Adobe Illustrator, Adobe Photoshop, Graphic Design, Agile, HTML/CSS, Python, UI/UX Design, Excel/Numbers/Sheets, Adobe Creative Suite, Adobe After Effects, Interaction Design
UX Research: Persona, User Research, Affinity Mapping, Quantitative Research, Qualitative Research, User Interview, Contextual Inquiry, A/B Testing, Heuristic Evaluation, Participatory Design, HCI, Agile

ACHIEVEMENTS

New York Product Design Awards, UX Motion Design, Silver Award, 05/2024
International ULI Hines Student Competition, Finalist Award, 03/2021
Annual Creative Achievement, College of Arts and Architecture, 04/2021
International Conference Oral Presenter, Computational Urban Planning & Management (CUPUM), 03/2021