

# ZHENXZHENG

"The best way to predict the future is to design it." - B. Fuller

"Focus on the user and all else will follow." - Google

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## EDUCATION



University of California, San Diego

**B.S. Cognitive Science**  
**Human Computer Interaction**

Conferred: June 2014

## RELEVANT COURSEWORK



Product Marketing & Management, Cognitive Design Studio, Usability & Information Architecture, Human Computer Interaction, Modeling & Data Analysis, MATLAB Programming, Data Structure & Object-Oriented Design (JAVA & C++), Programming for Experimental Research (MATLAB).

## SKILLS



### Technical

	MongoDB		Node.js
	AJAX		JSON
	Github		Heroku
	HTML/CSS		JQuery
	Photoshop		Axure
	Illustrator		MATLAB
	Bootstrap		Google Analytics

### Design

<input checked="" type="checkbox"/>	User-Centered Design
<input checked="" type="checkbox"/>	Contextual Inquiry
<input checked="" type="checkbox"/>	Competitive Analysis
<input checked="" type="checkbox"/>	Cognitive Ethnography
<input checked="" type="checkbox"/>	Heuristic Evaluation
<input checked="" type="checkbox"/>	User/Work flow
<input checked="" type="checkbox"/>	A/B Testing
<input checked="" type="checkbox"/>	Sketching
<input checked="" type="checkbox"/>	Storyboarding
<input checked="" type="checkbox"/>	Afinity Diagraming
<input checked="" type="checkbox"/>	Persona & Scenario Creation
<input checked="" type="checkbox"/>	Low/High Fidelity Prototyping

## PROGRAMMING



Javascript	<div><div></div></div>
HTML/CSS	<div><div></div></div>
MATLAB	<div><div></div></div>
Java	<div><div></div></div>
C++	<div><div></div></div>

## EXPERIENCE



ActivityViz Team members: 3 Duration: 10 weeks 	Developed a data visualization tool that allows gesture researchers to upload Xbox Kinect raw data (.csv file). Generated manipulative 3D visualization by using x3dom and D3.js.
UCSDMap Team members: 2 Duration: 10 weeks 	Redesigned the UCSD directory system by implementing a mobile map application that uses Google Map API with the integration of customized UCSD directory information and GPS function.
UX Research Team members: 5 Duration: 10 weeks 	Researched and analyzed various technological programs and web-based facilities to determine best program for course utilization.
Park & Go Team members: 3 Duration: 5 weeks 	Modified the UCSD parking payment system to improve user experience/efficiency by developing a mobile/web application that supports remote paying and space counting. [Front-End only]
Social Fitness Team members: 7 Duration: 10 weeks 	Designed a rapid contextual user-centered mobile/web application that simplifies fitness event planning.

## MISCELLANEOUS



Language Skills..... English, Cantonese, & Mandarin  
Certification..... Fire Protection Technology  
Organization..... Lambda Phi Epsilon  
Rescue Dogs..... Maltese mix & Shar Pei mix  
Interests..... Tennis, Ping Pong, Dog Training, & Firefighting