ZHEN X ZHENG

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

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

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 Programing, Data Structure & Object-Oriented Design (JAVA & C++), Programing for Experimental Research (MATLAB).

SKILLS

Technical

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

Design

- ☑ User-Centered Design
- ☑ Contexual Inqury
- ☑ Competitive Analysis
- ☑ Cognitive Ethnography
- ☑ Heuristic Evaluation
- ☑ User/Work flow
- ☑ A/B Testing
- ☑ Sketching
- ☑ Storyboarding
- ☑ Afinitiy Diagraming
- ☑ Persona & Scenario Creation
- ☑ Low/High Fidelity Prototyping

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.

(Timeline: APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN — 2013, 2014)

PROGRAMMING

Javascript	▰▰▰▰▱
HTML/CSS	▰▰▰▱▱
MATLAB	▰▰▰▱▱
Java	▰▰▱▱▱
C++	▰▰▱▱▱

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