

LEON ZHANG

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EXPERIENCE

Lark@ByteDance

Sep. 2020 – Feb. 2021

UX Design Intern

- Conducted 4 rounds of usability testing with users from Lark 5.0. Then provided new iteration directions and collaborated with UI designers to create a UI system with strong adaptability.
- Designed and optimized several use experiences for Lark. Including the first time use guide redesign, the micro-interaction redesign. Then based on the results of the marketing department data, user penetration increased by 6%.

INFINITY Rescuer

Jul. 2019 – Sep. 2019

Group Project; UX Design Lead

- Led the design of an emergency aid application to facilitate interactions among individuals and medical staff, completing two rounds of testing and product deployment within a month.
- Conducted six rounds of interviews throughout the design process, resulting in an 85% positive feedback rate on the final usability testing. Enhanced the existing physical prototype model iteratively by leveraging data collected from IMU sensors.

FUN Kit Smart Pillbox

Aug. 2019 – Nov. 2019

Product Designer & Partner

- Addressed the issue of memory decline and medication aversion in elderly depression patients by providing a more immersive and engaging medication experience.
- Collaborated with cross-functional teams, such as Prototypers and Engineers, to ensure the user-friendliness and ease of use for applications and product hardware. resulting in a 30% reduction in the average instances of target users either repeating or forgetting to take their medication.

EDUCATION

University of Washington

Sep. 2022 – Mar. 2024

Master of Science (HCI Focus)

Beijing Forestry University

Sep. 2017 – Jun. 2021

Bachelor of Design

SKILLSET

User Interview | User Flow | Usability Testing | Heuristic Evaluation | Literature Review | Visual Design | Contextual Inquiry | Information Architecture | Wireframing Sketching | Storyboard

Figma | Sketch | Adobe XD | Photoshop | Adobe Illustrator | InDesign | Processing | p5.js | HTML, CSS, JavaScript | AutoCAD | RhinocerosGrasshopper | Twinmotion