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Zhenglin (Lynn) Zhang

<https://zzlynn.github.io/>

zhenglin.zhang.lynn@gmail.com

Skills

Design

Wireframing

Rapid Prototyping

Information Architecture

User Research

Usability Testing

Visual Design

Video Clips

Tools

Figma

Adobe Creative Suite

Miro

InVision

Programming

HTML / CSS

JavaScript

Unity

Arduino

Productivity

G-Suite

Office365

Notion

Experience

Shanghai Yousheng Intelligent Technology Co., Ltd.

UX Designer • Shanghai, China • Apr 2021 – May 2022

- Designed and shipped an English learner reading service solution (1 App) for Iwen, which was **launched in Q3 2021**
- Explored and prioritized experience aligning needs of key users
- Created a cohesive design system, developed and maintained the component library, created design specs for engineering partners
- Iterated from product concepts to hi-fi prototypes through wireframing, rapid prototyping and user testing
- Collaborated closely with a cross-functional team in SCRUM process

BEKE

Designer • Shanghai, China • Jul 2020 – Mar 2021

- Led end-to-end design of BEKE's Realtor info processing platform to streamline the output process for property reports and provide a richer, and more engaging experience with their customers, which increased transaction by **12% within 3 months**
- Redefined the WeChat mini-program for BEKE second-hand housing transactions, utilized XD to create prototypes and launched the first foundational UI material design kit in the revamp sprint

BringThingsOnline

Design Intern • Shanghai, China • Feb 2019 – Apr 2019

- Assist in the ideation, design, production and development of related IoT application interfaces
- Researched, designed, and fabricated marketing assets for the BringThingsOnline brand and the app

Education

Pratt Institute

2022–2024.6 • New York

MS in Information Experience Design

Shanghai Jiao Tong University

2018–2022 • Shanghai, China

BA in Visual Communication Design

Minor in Public Administration