

Yang Zhang

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Age 28, Female, Shanghai, Career Objective: UX researcher



Self Description

- **Work Background:** Syracuse University's Master of Design and Applied Arts program, over four years of experience in the design field (two years in interactive UX design and two years in industrial product design), high level of artistic intelligence, excellent visual expression, and creativity, ability to understand and extract customer needs in a sensitive manner, and ability to complete independent work from 0-1 in a timely and efficient manner.
- **UX Design:** Understanding of B-side business needs, experience in logo and visual design projects for Web, PC, and app development, capable of designing visual pages and producing prototypes of various themes; capable of formulated UX/UI solutions independently, passing reasonable assignments and delivering high-quality design deliverables.
- **Representative Works:** The product design "Drizzle (sink integrated disinfection cabinet)" has been awarded the "Second Prize in the 2015 Casarte National Design Competition"; the paper "Designing A Virtual Reality Experience To Reduce Anxiety During The Perioperative Period" was published by ProQuest; the design proposal "The Inclusive Capsule" was selected as an "Outstanding Work by Master's Graduates of 2019" by Syracuse University and shown at the New York MFA Design Exhibition.
- **Professional Abilities:** Experienced with the application of artificial intelligence technology and design in various fields; capable of conducting technical research, user research, and experience design independently; proficient with Web/IOS/Android and Swift programming languages; proficient in Figma/XD/AE/PS/ AI/ Rhino and other professional software; proficient in English IELTS 6.5.
- **Comprehensive Qualities:** A mature, patient, self-learning individual with strong logic skills, a strong ability to withstand pressure, a strong work ethic and sense of responsibility, and a drive to achieve the ultimate goal.

Educational Background

2019.06-2021.07	Syracuse University	Design and Applied Arts Master
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Main Courses: Design thinking and strategies; Design research; Interactive Design; Design communication, Analysis and synthesis; Design project; Mobile application programing; emerging media platforms; XR-extended reality research; Virtual reality research; immersive design; Graphic design for the web; Disability; Technlgy and new media.

Achievements: GPA 3.6/4.0; enrolled with a two-year school scholarship; and was named "Outstanding Graduate of the Class of 2021".

During the period of 2018.01 to 2018.12, I studied at the English Language School at Syracuse University, participated in language training, and graduated with high marks.

2013.09-2017.06	Guangzhou University	Product Design Bachelor
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Main Courses: Industrial design; Mechanical drawing; Experience design; User research; Product development

design; Integrated product design; Product design research methods; Computer aided design; Man-machine engineering; Smart car and AVR technology; Product design methodology; The science of design; product application; Design of brand Vi; Show design.

Achievements: GPA 3.3/5.0; a distinguished group of students; a graduate project entitled "Intelligent Disinfection Knife Rest" was recognized in 2017 as an "Excellent Graduation Project."

Working Experience

2022.11-Until Now **Fudan University IEGNE Base** **We media Designer/ Research Assistant**

Company Profile: An experimental base for intelligent societies that is being promoted by national leaders at the national level; It was approved and constructed by eight ministries and commissions, including the Cyberspace Administration of China, the National Development and Reform Commission, the Ministry of Civil Affairs, and the Ministry of Education; It is jointly organized by Fudan University and more than ten high-level universities in the Yangtze River Delta region and includes research institutions, scientific research institutes, and leading companies in big data and artificial intelligence.

Department: **Joint Innovation Center** | **Reported superior:** **Center Director** | **Location:** **Shanghai**

Job Overview: I joined as a self-media designer, responsible for developing the UX design, topic selection, writing, and reviewing of the "Yuan Lai Ru Ci" column, as well as preparing customized business design plans based on products and technologies; two months later, I served as part-time assistant researcher, deeply involved in provincial and municipal projects. Conducting strategic research on Yuanverse industrial consulting projects and conducting user research and experience design independently.

- **Competitor Analysis:** Identify the key business modules of multiple competing products, including product classification analysis and SWOT analysis, and clarify the product positioning, and combine user portraits and changing trends in various regions.
- **UX Research:** Analyze user usage scenarios and business logic, verify data, and improve user experience based on a deep understanding of scale data and experience indicators.
- **Visual Plan:** Designed and optimized the overall style of the "Yuan Lai Ru Ci" column. Through an exploration of the visual system and product style, I have completed the color/layout/business framework logic optimization and improved the interface usability and user experience; cumulatively, I have published manuscripts on topics such as AI virtual anchors and AI painting. The highest reading volume is 2000+, with 8+ articles.
- **Experience Design:** Responsible for user experience, interface visual design, etc.; for different projects and terminal characteristics, collaborating with center researchers to promote the progress of projects, ensuring consistency of visual senses and styles across multiple application scenarios, maximizing efficiency, and reducing costs with the least labor cost increase efficiency.
 - **Style Analysis:** Independently completed the entire process of visual style tonality analysis, brand color, icon style, module splitting, etc. for projects such as Taizhou Cultural Tourism and Wutong Technology. Completed a visual differentiation analysis through data collection, user research, etc., and produced over 100 picture designs. Enhance the design concept and influence of the project.
 - **Program design:** Based on the research conducted on generative artificial intelligence tools, I have completed commercial application assessments and feasibility analysis reports, including Roblox

business model analysis and in-depth digital research; over five comprehensive digital transformation plans have been completed for small and medium-sized enterprises, achieving continuous technological empowerment in industries such as cultural tourism.

- ✧ **The ancient city of Taizhou (Cultural Tourism Metaverse) program:** Within three months, independently completed research on the digital transformation plan, including a feasibility analysis of the cultural tourism metaverse, a transformation plan, and a proposal for innovative business operation strategies. It was unanimously recognized that I possessed strong innovation skills and a distinct perspective from superiors and customers.
- ✧ **Tianzifang Art Center Renovation program:** Responsible for the research of Tianzifang and the conceptual positioning of the Metaverse digital art community; Developed and implemented over 10+ projects, including 0-1 creative outputs of Metaverse consumer experiences, functional design of immersive event scenes in Metaverse, and plans for commercial digital applications.
- ✧ **Immersive Performing Arts Consumption program:** Through market, customer group, and scene analysis, combined with the new format of Yuanverse Film and Television, we have completed 3+ immersive performance new consumption model design projects, including immersive performance venues and never-ending spaces, and have independently prepared 3 research reports and external speech reports.

Main Program: The ancient city of Taizhou(Cultural Tourism Metaverse) program、 Tianzifang Art Center Renovation Project、 Immersive Performing Arts Consumption program

2018.01-2022.10

Accumulation of overseas study and UI design

UI Designer

Experience Description: As a result of three years of overseas study and UI design experience, I am able to inspire more design inspiration based on years of design theory learning, artistic expression practice, and teaching. This period provided me with the opportunity to clarify the direction of my career development through the U.S Department of Transportation Inclusive Design Challenge and my personal original series of works.

- **Instructor Guide:** At Syracuse University, I served as a teaching assistant for an advertising graphic design course. In addition to providing online guidance to undergraduate students in the use of design software such as Adobe Illustrator, Photoshop, Illustrator Pro, Illustrator, and Illustrator, I provided training in creative thinking and creative expression techniques to enhance students' independent designs and portfolios.
- **Teaching Plan preparation:** Assist professors with the preparation of lesson plans, and complete four professional courseware, such as advertising graphic design and creative design. It is still used today by the college due to its professional content and strong practicality.
- **Design Creation:** For the purpose of achieving differentiated innovation and design optimization, I am responsible for analyzing and positioning products, designing user interfaces, and defining tone and tone of voice; drafting/formulating design specifications, implementing them, and writing product interface design specification documents; cumulatively, completed work for Jaguar, Land Rover, DBS Bank, and Illumina, and created self-media platforms for six brands.
- **Main project:** Preoperative VR experience for children with CHD project, Immersive experience travel application project, Inclusive capsule project、 SU Bird Library floor plan design

2017.03-2018.01

LKK Design Shanghai Co., Ltd

Product Designer

Company Profile: It is the design consulting agency that has won the most international design awards in China and has established cooperative relationships with leading domestic and international brands.

Department: Division of industrial products | **Reported superior:** Design director | **Location:** Shanghai

Job Overview: As part of the early stages of the project, I participated actively in product research and investigation, was responsible for the visual and experience design of the product, including sketching and the creation of 3D models. Providing collaborative research and post-production development and production services, docking with customers to complete proposals and assisting graphic designers with product packaging and promotional effects.

- **Demand Analysis:** Analyze and collect product design requirements, emotional integration, color, graphic style characteristics, visual preferences, text levels, etc. Complete design details and task disassembly; develop humanized design to meet product positioning by avoiding unreasonable design points in advance and meeting customer needs.
- **Product Design:** Assist in formulating product design plans, working closely with department directors and developers to develop innovative solutions based on multiple dimensions, including vision, product, and user; control product tone, track feedback after delivery, and help improve project profitability; complete 16+ designs with 100% customer satisfaction.
 - **KFC coffee cup lid design:** Based on user research and multiple competitive product tests, I independently designed and optimized the lid of the coffee cup in response to the overflow problem during coffee takeout. Through multiple physical tests, I was able to achieve zero coffee overflow. This product has been successfully put into production and is still in use today.
 - **Shanghai Sanshi Intelligent Light Pole Design:** To achieve multi-energy, integrated functions such as information collection, information transmission, and information release, the lamp pole appearance design and circuit board layout design were independently completed within one month.
 - **Packaging Design for AH Ocean Essence Spray:** As a result of interviewing the brand manager and visiting the brand stores, we gained an in-depth understanding of the actual needs of female users for skin care products of this type, extracted design elements from them, designed a special-shaped appearance, followed up on the development process, and successfully implemented the product.

Project Experience

2020.09-2021.07

Preoperative VR experience for children with CHD project

UI/UX/VR designer

Project Description: An immersive experience was designed to alleviate preoperative anxiety based on video interviews with patient families, medical staff, and pediatric experts, as well as research of the surgical environment and virtual reality technology at the hospital.

Project Role: Independently complete the entire process of user research, user experience, VR scene and character design, and hand-painted picture book production independently.

Project Achievement: New York City exhibitions of the Syracuse MFA and Governors Island MFA qualified the work for participation.

2020.09-2020.11

Inclusive Capsule design

UI/UX/VR 设计师

Project Description: Through the design of the "inclusive capsule" service system, wheelchair users (such as

people with disabilities, etc.) were able to use public transportation barrier-free. They should investigate key scenarios that cause inconvenience to their daily mobility, and assist them in achieving barrier-free access to public transportation.

Project Role: Participate in user research, design of the boarding and alighting process, and interactive design of the VR experience for in-car use with a team of experts in the fields of bioengineering, mechanical engineering, and disabilities.

Project Achievement: In less than three months, the entire design process of "unmanned vehicles for disabled users" was completed and met the standards of L5 fully automated driving vehicles.

2020.11-2020.12 **Immersive experience travel application project** **UI/UX/VR Designer**

Project Description: In response to the common problems associated with daily travel guide apps - the pictures and text provided by the platform do not match the actual scenery, resulting in a poor user experience. Using field research conducted on scenic spots in Syracuse, together with virtual reality technology, people can experience the panorama immersively without having to leave their homes.

Project Role: Responsible for pre-project research, VR design, mobile UI design, etc.

Project Achievement: The product design was completed within two months with high quality, and a prototype was successfully created for testing and application, with a 90% positive rating.

2020.03-2020.04 **The Aquarium Smart Science interactive design project** **UI/UX/AR Designer**

Project Description: A design of an immersive and interesting mobile application App, based on the user experience of the New York Aquarium and the results of visitor tracking interviews, can provide real-time viewing of the physical characteristics of virtual marine organisms through the creation of an immersive and interesting mobile application.

Project Role: Independently complete pre-project research, AR and mobile UI design.

Project Achievement: Created prototypes for testing and application, with 100% user satisfaction, and completed the entire product design process from zero to one.

2019.10-2019.11 **Syracuse University social Services System** **UX/UI Designer**

Project Description: Based on information collected from campus activities, questionnaires, and interviews with current Syracuse University students, this study aims to explore the social needs of school students. The university social service system can enhance student social interaction outside the classroom and enrich campus life by improving the probability and quality of outdoor social interaction.

Project Role: Independently complete user research and mobile UI design.

Project Achievement: Within three months of launching the product, a cumulative satisfaction rate of 95% was achieved.

2019.09-2019.10 **Syracuse University Bird Library Floor Plan design** **UI/UX Designer**

Project Description: By designing the navigation system in accordance with the blind areas of the library and the potential functional needs of each level, it aims to improve the efficiency of venue use and optimize user experience.

Project Role: Responsible for all aspects of preliminary and user research, system UI design, guide kiosk prototype production, and web UI design.

Project Achievement: From 0 to 1, the entire product design process was completed. Syracuse University Library adopted it and vigorously promoted it after two prototype tests and applications.