ZIYUAN **Zander** ZHANG

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Education

MASTER OF ARTS: MEDIA AND INFORMATION (UX design/HCI/Interaction design)   April 2021
Michigan State University, East Lansing, MI

BACHELOR OF SCIENCE: ELECTRICAL ENGINEERING   June 2018
Jinan University, China

Skills

- UX design tools
- UX research method
- Wireframe
- Decision-making
- Prototyping
- User behavior observation
- Usability testing
- Video editing

Experience & Projects

Freelance UX Designer   03/2021 to Current
BoardX   Remote

- Actively participated in the UIUX design journey- from personas, user experience journey & synthesis, experience principles, weekly design sprints and workshops, feature& interaction research, to implementation with engineering.
- Collaborated with an agile design team to successfully designed the company's landing page and first product, in both English and Chinese
- Led and conducted interview sessions of qualitative research, user observation, and product usability testing.
- Designed and launched features of "Bring everyone to me", "Basic frame", "Connectors", "Login/signup", "Lock&unlock", "Mobile version", "Vote".

UX Design Intern   02/2021 to 04/2021
Bashpole Software, Inc.   Remote

- Worked on UI/UX design for non-profits web applications and mobile apps.
- Collaborated with an agile design team to successfully designed the company's landing page and first product, in both English and Chinese
- Designed for the newsletter landing pages and donation pages of non-profits websites to improve subscriptions and donations.
- Participated in doing research and creating the design guide for the company.

UX Designer& Researcher   03/2021 to 04/2021
The member of FAW Car Company Cooperation Project of China   Remote

- Researched on the current in-vehicular infotainment system, user behaviors, and the emotional designs involved in the driving process.
- Redesigned the information architecture of Hongqi H5 infotainment system and improved the UI without changing its design style and the concept of the original product.