

# ZIYING TAN

Available Immediately

Portfolio PDF on [ziyingtan.me](http://ziyingtan.me)



07419 829913

[ziyingtan\\_uae@outlook.com](mailto:ziyingtan_uae@outlook.com)

## EDUCATION

### UNIVERSITY OF EDINBURGH

MSc Design and Digital  
Media

2019-2020

### NORTHWEST UNIVERSITY

BSc Internet of Things  
Engineering

2015 - 2019

## SKILLS

Prototyping  
Wireframing  
Visual Design  
3D Modeling  
Photography

## TOOLKIT

HTML / CSS / JS Webflow  
Illustrator / InDesign  
Figma / Adobe XD  
Premiere Pro / After Effects  
MS Office / GSuite  
Blender / Unity  
Github / Feishu

## AWARDS

### WeChat Mini Program Developing Competition

2018 1st Place Winner

## LANGUAGES

Mandarin (Native)  
English (Fluent)

## INTERESTS

Minimalist/Abstract/Street  
Photography(5 years)

Plays/Musical theatre

## PROJECTS

### UI/UX & WEB DEVELOPER - RE:source - May-August 2020

- Carried out user and competitor research on second-hand market. Collaboratively experimented on business models.
- Created style guides and sitemap. Designed high-fidelity prototype with Figma and continuously iterated based on feedback.
- Delivered the responsive e-commerce website with Webflow CMS.
- Positive usability test results. 2000+ pre-owned items were rescued.

### UX DESIGN & FRONT-END - Memory Booth - Jan-May 2020

- Managed a team of 10. Structured the site to facilitate effective user navigation. Took care of front-end and integrated with back-end. Version controlled with Github. Tracked on Google Analytics.
- Crafted an immersive experience across screens. The site attracted 400+ visitors from 6 continents in 1 month.

### UX DESIGN - 'I am Thirsty' Campus Water Delivery - July-Aug 2018

- Conducted interviews with target users and performed UX design based on their needs. Designed wireframes and prototype.
- Partnered with 2 developers to implement the design in 1 month, presented the work to Tencent and won the first prize.

## LEADERSHIP

### DESIGN LEAD - NWU Official Wechat Group - Feb 2018- Mar 2019

- Arranged weekly team discussion. 10k+ average pageview of articles.
- Produced 2018 NWU official PPT templates (2,000+ times download)

### PRESIDENT - NWU Photography Society - Sep 2017- June 2019

- Led a 20+ photographer team to provide high-quality image feeds.
- Attracted 200+ shutterbugs including students and teachers.
- Organised 7 monthly online photo exhibitions and held a series of online classes with professionals.

## EXPERIENCE

### DESIGN INTERN - H&A Landscape - Aug 2016

- Redesigned the company's website to maintain brand consistency.
- Designed social media assets to the company's WeChat account.
- Produced digital promotion brochures with Adobe InDesign.
- Shot and edited corporate video with Adobe Premiere Pro.

### NEW MEDIA INTERN - JD Northwest Office - April-July 2016

- Contributed to the new branding and style guides.
- Analysed and rearranged sales information for student customers. Stimulated 10% in user engagement.