



# Fan Zhang

The secret to a perfect painting is to be a perfect person first, and then to paint at will. Fan is always on the road to perfecting herself, aiming to become a designer with a great sense of empathy, technology awareness, and business acumen.

## CONTACT

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## EDUCATION

[Beijing University of Technology](#)

09.2015–07.2020

Bachelor of Architecture

Minor in Computer Science

## SKILLS

### Design

UX/UI Design

Wireframing, Rapid Prototyping

Animation

### UX Research Methods

Contextual Inquiry

Competitive Analysis

User Interview

Affinity Diagramming

Persona

User Journey Map

Usability Testing

### Tools

Adobe Suite (PS, AI, ID, AE)

Sketch & Figma & Invision

Rhinoceros

HTML & CSS & Javascript

### Language

English (Toefl 107, GRE 330)

Mandarin (Native)

French (A2)

### Personality

Creative

Detail-oriented

Assiduous

## PROJECTS

### China Collegiate Computing Contest / National 3rd Prize

03.2020–05.2020

#### UX Designer / BJUT Helper, a web application to check grades in an easier way

- Led UX efforts for the redesign of BJUT Helper, reaching 1,600 times daily visit and 32,600 times total visit in one month
- Hosted a focus group of ten people and interviewed five students to collect feedback on the old version, initiated a user test of 8 people, and iterated the interface according to the user test
- Coordinated with programmers to ensure a high degree of consistency between the draft design and the released plan

### User Experience Awards 2020(UXDA2020) / 11th place in the semifinal

03.2020–07.2020

#### UX Designer / Arome, a vehicle scent machine that can automatically discern users' mood and release different scent accordingly

- Led the research using multiple methods, defined and articulated user experience by creating personas, user journeys, wireframes, and interactive prototypes
- Visualized competitive analysis with six current scent machines, collaborated with business members to discover market opportunities
- Partnered with product designers to define workflow, determined the visual style, and designed mobile client interface

### CAPINNO Global Food & Drink Business Challenge / Bronze Prize in Final

09.2019–07.2020

#### Brand Designer / YaoCao Energy, an energy bar with Chinses flavor

- Presented a speech of our product as keynote speaker at FBIC2020 conference
- Conducted research on snack preference of Chinese, determined the target audience and grounded in business needs
- Made an elegance brand image and designed the packages
- Built a product from concept to launch, and to selling. Understood the commercial nature of design

## WORK EXPERIENCE

### Kylin Software, Beijing, China

08.2020–present

#### UX Designer / Kylin Application Store Design

- Designed wireframe and hi-fi interface according to the PRD
- Understood the role of the design system, made the style guide to unify the visual style of different apps on the OS
- Communicated with programmers efficiently and conducted walkthrough continuously during the development phase