

Freja Zhang

UX Designer

A designer with great sense of empathy, technology awareness, and business acumen.

CONTACT

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EDUCATION

08.2021- 08.2023

Georgia Institute of Technology

Master of Digital Media

09.2015 - 07.2020

Beijing University of Technology

Bachelor of Architecture

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)

Sketch & Figma

HTML & CSS & Javascript

Language

English (Toefl 107, GRE 330)

Mandarin (native)

French (B1)

WORK EXPERIENCE

05.2021-08.2021

Interaction Designer / Beijing Sankuai Online Technology Co., Ltd.

Design revision and user experience improvement of DaXiang, a collaborative office tool

- Uniformized the UX and interaction design of the schedule details page between App and PC to make sure users have the same experience when using the products at both ends and reduce learning costs
- Added group session entry function to the schedule to quickly locate the group where the schedule resides; Supported adding members outside a group to quickly create a meeting
- Connected with PM to understand the value of requirements at the early stage; Communicated with visual designers to iterate the design at the design phase; Participated in test evaluation at the development phase

07.2020-02.2021

UX Designer / Kylin Software

Design of Kylin Application Store, an platform running on KylinOS

- Wrote PRD documents, sorted out interaction logic, and completed wireframes
- Designed three different styles of interfaces, did quick user testing to get user feedback, and iterated many times
- Completed UI design and developed style guide, learned design system

PROJECTS

UX Design / Individual Work

Crush, an app help female beginners to overcome gymtimidation

- Conducted research using user interview and survey, sorted and categorized the pain points into mental barriers and technical barriers using affinity wall and journey map, identified 4 models for the target user
- Designed three main features (make a training plan in advance, visualize the effort and favorite the motion) to helping users overcome the fear
- Iterated wireframe, designed Hi-fi and animation using Sketch and Invision

UX Design / User Experience Awards 2020(UXDA)

CarRot, a vehicle social platform based on 5g and LoT

- Led the team to complete research using multiple methods, narrowed down our design scope to building a social connection between cars
- Visualized competitive analysis with six vehicle systems from a design perspective, worked with business members to discovering market opportunities
- Partnered with industrial designers to define workflow and designed interface

Product Design / CAPINNO Global Food & Drink Business Challenge

YaoCao Energy, a Chinese Flavor Snack

- Presented a speech as a key speaker at FBIC2020 conference(Bronze medal in final, ranked 9th at the semifinal out of 326 teams from 87 universities)
- Conducted research on snack preference using interviews and surveys, determined target users, and make an elegant brand image accordingly. Iterated product with business and food people
- Built a product from concept to launch, and selling. Understood the commercial nature of design