

NORA ZHANG

UX/UI Designer
VR/AR Designer

CONTACT

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SKILLS

- UX/UI Design
- Web Design
- AR/VR Design
- Motion Graphics
- 3D Modeling
- Web Development

SOFTWARES

- Adobe Creative Suite (Ps, Ai, Ae, Xd, Pr, Id)
- Figma
- Unity
- Cinema 4D

LANGUAGES

- English
- Mandarin

EDUCATION

2019 - 2021

New York, US

Parsons School of Design, The New School

- Design & Technology | Master of Fine Art
- GPA: 3.8/4.0
- Merit Scholarship
- Related Courses: Motion Graphics, XR in the Real World, Unity, Web Programming, Game Design

2014 - 2019

Wuhan, China

Wuhan University of Technology

- Urban & Rural Planning | Bachelor of Engineering
- GPA: 3.6/4.0
- School Scholarship
- Related Courses: Computer-aided design, Fine arts, 3D Modeling

EXPERIENCE

2021.01 - now

New York, US

ZeitByte Digital Media | UX/UI Designer

- **UX design:** According to the needs of the stakeholders of Zeitcaster website, redesign the user process, optimize the user experience of the website, make it more fluent and easy to use.
- **Responsive design:** Make the interfaces design responsive on web and mobile devices.

2021.01 - now

New York, US

OnePlus | School-enterprise Cooperation

- **Research & UX/UI design:** Work collaboratively with designers from OnePlus to put forward designs for their mobile system OxygenOS. Research and interview the target users of AOD, refine persona and user journey, find out the design opportunities, put forward creative AOD experience design.

2020.05 - 11

New York, US

Vyynl | UX/UI Designer

- **UX/UI design:** Wireframe and Design interfaces for Vyynl's learning management platform Lyrns.
- **Web design and development:** Redesign and build the official websites of Vyynl and SoundView Academy. Redesign their landing pages, reorganize the information, and optimize the visual.
- **Graphic design:** Designed interactive contents for social medias, increase the amount of interaction of instagram stories for more than 10 times.

2020.01 - 05

New York, US

Estée Lauder | School-enterprise Cooperation

- **VR/AR design and development:** Work collaboratively with the technology team of Estée Lauder, using technology like AR and VR, to put forward 3 creative promotion proposals for their cosmetics, which challenge the traditional concept of virtual makeup, fragrance trial and packaging design.

AWARD

2020.12

UX Design Hackathon 2020 | Challenge Winner & Finalist

- Win Zeitcaster challenge. Redesign the header and filters of the website, to help users better understand the search result.

PROJECTS

2021.03

OnePlus AOD | UX/UI Design

- This design allows OnePlus phones always display the delivery food order status on the AOD screen.
- Users are able to track the progress of the order or the position of the driver by having a glimpse of the screen. They can adjust their expectation of waiting anytime and take control of their own time.
- UI design makes it only needs to use a small amount of pixels on the screen, which only costs a little power of the phone battery.

2021.02

Zeitcaster | UX/UI Design

- Zeitcaster is a website that helps people search local events.
- After redesign, from landing page to the search result page, the whole user flow becomes fluent to users. They can understand that every input from them will update the search result, so that it will be easier for them to get the events they are interested in.