NORA
ZHANG

UX/UI Designer
Multimedia Designer

PORTFOLIO

🔗 www.norazhang.com

CONTACT

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SKILLS

- UX/UI Design
- Web Design
- AR/VR Design
- Motion Graphics
- Design Thinking
- 3D Modeling
- Visual Design
- Responsive Design
- Wireframing
- Prototyping
- Web Development
  (HTML, CSS, JavaScript)
- Game Development

SOFTWARES

- Figma, Sketch, Adobe XD
- Photoshop, Illustrator
- After Effects, Premiere
- Unity
- Webflow, Wix, Squarespace
- 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: 3.5/4.0 | School Scholarship
- Related Courses: Computer-aided design, Fine arts, 3D Modeling

EXPERIENCE

2021.01 - 06
New York, US

UX/UI Designer | ZeitByte Digital Media
- **UX design:** According to the needs of users and stakeholders of Zeitcaster website, redesigned the user flow, optimized the user experience of the website, made it more fluent and easy to use.
- **UI design:** Established the style guide based on the branding of ZeitByte, created visual designs that matched the brand identity. Produced delightful motion design that helped users understand.
- **Responsive design:** Made the interface design responsive on web and mobile devices.

2021.01 - 05
New York, US

UX/UI Designer | OnePlus × Parsons
- **Research & UX/UI design:** Worked collaboratively with designers from OnePlus to come up with solutions for their mobile system OxygenOS. Conducted research and interviews with the target users of Oneplus, created persona and user journey, found out the design opportunities, put forward Always on Display design and IoT Design, delivered hi-fi prototype.
- **Graphic Design:** Designed a theme Leaven for Oneplus mobile phones, including a 28 icons pack, 3 wallpaper illustrations and 2 animations.

2020.05 - 11
New York, US

UX/UI Designer | Vyynl
- **UX/UI design:** Wireframed and Designed interfaces for learning management platform Lyyrns.
- **Web design and development:** Redesigned and built the landing pages of Vyynl and SoundView Academy with Webflow. Reorganized the information architecture and optimized the visual.
- **Graphic design:** Designed interactive content for social media, increased the amount of followers' interaction of Instagram stories by more than 10 times.

2020.01 - 05
New York, US

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

PROJECTS

2021.06

Zeitcaster Website | UX/UI Design
- **About:** Zeitcaster is a website that helps people search for local events. Users can easily filter out the events they are interested in through categories, distance, age groups and other conditions.
- **Task:** Conducted competitive analysis, user research and interviews, created personas and user journey map. Organized the information architecture of the website. Drawn wireframes. Build style guide, polished the visual design and motion design. As well as produced responsive design based on different platforms.

2021.05

Leaven | OnePlus Mobile Theme Design
- **About:** A mobile theme about food. The flat style graphics with bright colors show the happiness brought by a bowl of noodles. The interesting charging and unlocking animations enrich the user's visual and interactive experience. The theme will be launched in the OnePlus Theme Store soon.
- **Task:** Delivered 20 system application icons and 8 third-party application icons, 3 wallpapers that are used for lock screen and desktop screen, charging animation and interactive unlock animation.

AWARD

2020.12

UX Design Hackathon 2020 | Challenge Winner & Finalist
- Won Zeitcaster challenge. Redesigned the header and filters of the website, to help users better understand the search result.