

EASTINA ZHANG

Product Designer

CONTACT

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HELLO WHO AM I?

An Architectural Designer turned Product Designer, who thrives when given the opportunity to problem solve and collaborate. I have over 3 years experience working in interdisciplinary design teams, and my background in architecture has instilled a strong desire to unite form and function in my designs. I'll bring my eye for detail, and my stakeholder and project management skills to my next Product Design role.

💡 SKILLS

Design:

User Research
Affinity Mapping
Personas & Storyboarding
Sketching/rendering
Wireframing
Prototyping
Usability Testing
3D Modelling

Languages:

English, Chinese

Tools:

Figma
Invision
Photoshop
Illustrator
InDesign
Premiere Pro
AutoCAD
Sketchup
Rhinoceros
V-ray
Miro

🚀 EXPERIENCE

Product Designer / Appetiser Apps

AUGUST 2020 - CURRENT

I work closely with clients, product managers, and developers on end to end product design, spanning mobile, tablet and web platforms.

NOTABLE PROJECTS:

Good Empire

- A social app for good, that challenges us to level up for people and for planet. My task was to design a minimum viable product that would make it into the hands of our early adopters, and test the hypothesis that a gamified approach would inspire people to take action.
- **My role:** Collaborating with gamification consultants and client on strategy, and ideation. Created low, mid, and high fidelity prototypes for two versions of the app.

InCheq

- InCheq is a software as a service that collects key employee data through survey, to assess mental health in the workplace.
- **My role:** UX/UI, branding.

Vivid

- A barhopping app, where users can gauge a venue's atmosphere before deciding to go.
- **My role:** UX/UI, branding, product strategy.

AUBE Conception / Architectural Designer

AUGUST 2017 - FEBRUARY 2020, SHENZHEN

I joined AUBE as an Intern, then became a full-time Architectural Designer, eventually progressing to Assistant Project Manager in 2019.

- Participated in internal design sprints for Architectural tenders, presenting my concepts and research to design principals and clients
- Quickly adapted to working in a foreign city. My language and communication skills were integral to strong teamwork between local & foreign designers, and communication with stakeholders.

ACHIEVEMENTS

1. Created a design system for competition tender booklets in the International Design Studio department. I used InDesign to create reusable templates and styles to unify production output and increase work efficiency, as the team scaled from 12 to 20.
2. August 2018 I stepped up as Project manager mid-way through a 2 month long tender project. Under extreme time constraints and heightened levels of stress, I was able to reorganise teams and take charge of deliverables, leading the team to 2nd place, out of 7 International Architectural Practices.
3. April 2019 I worked as a Design and Project management Assistant for a commission project that went on to become the highest-paid schematic design project to date at AUBE. I worked with the lead architect to create a successful proposal in one month, and continued on to lead the Schematic Design development, collaborating with multi-disciplinary consultants to create a built proposal.

EDUCATION

General Assembly / User Experience Design Immersive
MARCH 2020 - MAY 2020, MELBOURNE

A 12 week, immersive course where I learned and implemented each step of the design process using lean UX methodology. The course pivoted into remote mode from week 3, where I adapted to different methods of communication, and presentation.

Monash University / Bachelor of Architectural Design
MARCH 2014 - JUNE 2017, MELBOURNE