



ISABELLA YINGJIE ZHANG

UX Designer



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http://isabellazhang.com

EDUCATION

Certificate of User Experience Design
Bellevue College 2016-2017

Master of Multimedia Design
Monash University 2007-2009

EXPERIENCE

PRESENT

UX Designer Self-Employed

- Worked for clients, eg BriteThings Inc, SolarRFP LLC, A.E.Designs LLC etc. and other small companies, on product objectives.
- Worked with the team to explore product concepts, from research, user interviews, persona, scenario, task flows, brainstorm, storyboards, sketches, wireframes, to initial UI concepts.
- Developed product structure (site map), information architecture (navigation), and consulted on effective product content (text and images).
- Provided design guidance and red lines for customer implementation projects.
- Designed various materials such as logos, icons, illustrations, business cards, posters, flyers, brochures, emails, and videos.
- Worked remotely and onsite as needed.

10/2010

06/2015

UX Designer Shiny Pty Ltd

- Designed and maintained a catalogs website and an eCommerce online shopping website.
- Consistently improved the user experience by redesigning or upgrading the websites as needed.
- Collaborated with the team to analyzed existing websites, Responsible for comprehensive researches with users and competitive websites.
- Conducted user tests to identify usability improvements, specifically on shopping cart user experience.
- Provided team support and created visual assets as needed.
- Worked independently as a developer to build the websites using HTML, CSS, jQuery, and NetSuite platform, and then jumped into QA testing and customer support as needed.
- Worked onsite 10/2006-04/2009, and worked remotely 05/2009-06/2015

09/2006

07/2010

Interaction Teacher JITEE College

- Information technology teacher, specializing in teaching multimedia design courses to undergraduate students.
- Courses Instructed:
 - Motion Graphic Design
 - Web Program Development Design
 - Web Animation & Game Design
 - 3D Jewelry Modeling Design
 - Animation & Maya

05/2009

UX SKILLS

Wireframing
 Sketching
 Prototyping
 User Research
 Usability Testing
 User Flow
 Storyboarding
 Personas

SPECIALTIES

UX Design
 UI Design
 Visual Design
 Interaction Design
 Responsive Design
 Information Architecture

TOOLS

Axure
 Sketch
 InVision
 Photoshop
 Illustrator
 Dreamweaver
 InDesign
 HTML
 CSS
 Post-it!

STRENGTHS

Collaboration
 Communication
 Problem Solve