



Portfolio

www.isabellazhang.com



LinkedIn

<https://www.linkedin.com/in/isabellayingjiezhang/>

Experience

- 2017 **UX / UI Designer** 05/2017-Present
BriteThings, Pleasanton, CA, US
- Redesign Energy-saving IoT website.
 - Led design process in Website UX/UI, Business Presentations, Brand/Logo & Visuals, illustrations.
 - Conducted User Research and Usability Testing on designs.
- 2015 **UX(Product) / UI Designer** 10/2010-05/2017
Self-Employed, Seattle, WA, US
- Worked for clients, eg 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.
- 2006 **Product (UX) / UI Designer** 10/2006-06/2015
Shiny Ptd Ltd, Melbourne, Australia
- Designed and maintained a catalog's website and an eCommerce online shopping website.
 - Consistently improved the user experience by redesigning or upgrading the websites as needed.
- 2004 **Website Designer / Developer** 2004-2005
Shanshi Cartoon LLC, Nanjing, China
- 2002 **Website Designer** 2002-2003
China Interactive Media Group, Beijing, China
- 2001 **Website Designer** 2001-2002
Beijing Wohe Saiteng Network Technology LLC, Beijing, China
- 2000 **UI Designer** 2000-2001
Beijing Lianzhong Interactive Network Inc, Beijing, China
- 1998 **UI / Interactive Designer** 1998-2000
Inventec Corporation, Nanjing, China

Tools



UX Skills

Wireframing
Sketching
Prototyping
User Research
Usability Testing
User Flow
Storyboarding
Personas
Site Map

Education

User Experience Design
Certificate
Bellevue College
Bellevue, WA, US
2016-2017

Multimedia Design
Master Degree
Monash University
Melbourne, VIC, AU
2007-2009

Visual Communication
Bachelor Degree
Nanjing Normal University
Nanjing, China
1994-1998

Digital Media of Art
Associate Degree
Bellevue College
Bellevue, WA, US
2016-2017