



Portfolio

[www.isabellazhang.com](http://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.
- 2017 **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.
- 2010 **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.
- 2005 **Website Designer / Developer** 2004-2005  
Shanshi Cartoon LLC, Nanjing, China
- 2004 **Website Designer** 2002-2003  
China Interactive Media Group, Beijing, China
- 2003 **Website Designer** 2001-2002  
Beijing Wohe Saiteng Network Technology LLC, Beijing, China
- 2002 **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