Cindy Zhang

Focusing on all aspects of a product, I am a human-centered thinker, UX designer, visual designer who is helping businesses to create engaging experiences and satisfying interactions for their audiences.

Certificate

Google UX Design Certificate
January 2022

Completed seven courses, that include hands-on, practice-based assessments designed to prepare people for roles in UX design.

Awards

Chinese Tourism & Culture Photography Award
December 2019

Held by the Ministry of Culture and Tourism of China. Rewarded photographers who shared the beauty of landscapes and architecture through photo essays.

Skills

Figma
Adobe XD
InVision
Webflow

After Effects
Cinema4D
Illustrator
InDesign
Photoshop

Javascript/Jquery
p5.js
CSS/HTML

User Experience Research
Copy Writing
Design Thinking
Product Management
Social Media Marketing

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Education

Carnegie Mellon University
September 2017- May 2021

Candidate of Bachelor of Design
Minor in Fine Arts

Experience

UX Designer at Genesis Medtech | Remote
November 2021 - Present
Conducted user research and developed user interfaces for Genesis's smart AI video segmentation and processing software.

UX Designer at University Hospitals | Cleveland, Ohio
May 2021 - March 2022

Produced journey maps, mobile UI design, motion graphics videos, handbooks, collateral materials for University Hospital that inspire caregivers and the community (Innovation events in partnership with JobsOhio). Launching the University Hospital Ventures website and brand guideline 2.0 version.

Visual Designer at H&G | Rochester, New York
Febuary 2021 - April 2021

UX/Visual Designer for the company. Designed multi-media content, motion graphic videos, branding materials that help the clients to establish its brand.

Motion Designer | Pittsburgh, Pennsylvania
October 2020 - December 2020
Commissioned by dyslexiefont.com to make a promotional video for dyslexie typeface to introduce it to more people. Created clear design plan and financial budget, transformed client idea in to appealing illustrations, delivered the final animation with high client satisfaction.

UX Intern at Root Insurance | Columbus, Ohio
May 2020 - August 2020

UX design intern for the creative team. Conducted 50 user research, created prototypes, made logo animations and produced new icons that are in production for the next app updates.

Design Intern at Ogilvy | Beijing, China
May 2019 - August 2019

Design intern for the creative department. Developed advertising campaigns, branding material, and design strategies for clients. Participated in UX projects for Huawei Inc.