

ELISA ZHANG

PRODUCT DESIGNER

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EXPERIENCE

UX & Brand Design Advisor / Early-Stage Initiative

Sep 2025 - Present / Boston, MA

- Led development of a cohesive brand identity for client, defining visual systems, typography, and design guidelines while creating marketing materials to establish a consistent and recognizable brand presence.
- Designed and launched a responsive website for client to promote business services and products, showcasing knowledge and ideas in development through a clear, structured, user-centered digital experience aligned with brand and business goals.
- Advised on UX improvements for projects in development, using UX research and market insights to coordinate feedback and guide iterative improvements in user flows, usability, and feature experience.

Junior Product Designer / FocusKPI, Inc.

Feb 2024 - Aug 2024 / Remote

- Designed, developed, and prototyped innovative features for FocusKPI services, collaborating with cross-functional teams to optimize user experience and ensure alignment with market needs and company goals.
- Conducted comprehensive market research for both clients and internal teams, to identify trends and assess competitive landscape, aiding in strategic sales and design decisions.
- Developed the design style for FocusKPI, creating logos and defining visual elements to establish a consistent and professional brand identity across platforms, enhancing brand recognition and client engagement.

Graduate TA / Georgia Institute of Technology

Jan 2022 — May 2023 / Atlanta, GA

- Teaching assistant for *Computing, Society, and Professionalism*
- Lead weekly discussions for 50+ students to develop understanding of ethical theories, construct well-reasoned arguments, and apply ethical frameworks to pertinent issues regarding computing and modern society.
- Communicated updates with course instructors, graded 500+ assignments and papers, and proctored exams.

UX Design Intern / Electronic Arts

May 2022 - Aug 2022 / Remote

- Designed the social friends system for Battlefield Mobile to provide a seamless multiplayer experience based on user needs.
- Communicated consistently with social pod team, game director, and project manager to update development progress, understand limitations and necessities, and validate design iterations.
- Facilitated design reviews with other designers to give and receive feedback on concepts, wireframes, and prototypes.
- Lead the studio UX team in discussing, creating, and implementing UX annotation guidelines for wireframes during handoff.

Product Design and Research Intern / ZenVR

Jan 2022 - July 2022 / Atlanta, GA

- Developed a unique multiplayer experience for ZenVR's virtual reality meditation classroom environment.
- Conducted research into meditation communities and effective multiplayer spaces, conceptualized the multiplayer system, and designed clickable prototypes for the dev team.

EDUCATION

Georgia Institute of Technology

Aug 2021 - May 2023

M.S. in Human-Computer Interaction, GPA: 4.0

University of California, Los Angeles

Sep 2017 - Jun 2021

B.S. in Statistics

B.S. in Cognitive Science

SKILLS

Design

Personas, Storyboarding, Journey Mapping, User Flows, Wireframing, Prototyping, Design Systems, Visual Design, Interaction Design, Accessibility, Rapid Prototyping

Research

User Interviews, Contextual Inquiry, Competitive Analysis, Affinity Mapping, User Testing, Usability Testing, Heuristic Evaluation, Data Visualization, Statistical Analysis

Tools

Figma, Sketch, Miro, Photoshop, Illustrator, After Effects, Tableau, R, Python, p5.js, HTML/CSS, Webflow, SolidWorks