

Xiaojing(Coco) Zhang

UX Designer /Production Designer

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PROFESSIONAL SUMMARY

A dynamic and innovative designer with five years of professional experience at a leading global design firm. Collaborated with cross-functional teams across 53 offices worldwide, adeptly balancing globalized and localized design strategies to meet diverse client needs. Specializing in creative, socially responsible design solutions. My experience is marked by a commitment to understanding and empathizing with users, demonstrated profoundly through a pioneering research project on post-pandemic lifestyle changes in China. This project underscored my ability to anticipate and adapt to evolving user behaviors and earned the 2021 firmwide research prize. As I transition to the tech industry, I am excited to bring this blend of design expertise, user empathy, and research acumen to create impactful, user-focused digital products.

SKILLS

Design and Prototype | Persona, User Flow, Wireframe, Low/Mid/High-Prototyp, Graphic Design, Story Telling, Presentation
Research | User Interview, Affinity Mapping, Journey Mapping, Heuristic Analysis, C&C Analysis, Card Sorting, Usability Testing
Tools | Figma, Adobe XD, Illustrator, Photoshop, InDesign, G-suite, Microsoft Office, Webflow, Optimal Workshop
Management Skills | Sprint Planning, Time Management, Decision Making, Communication

PROFESSIONAL EXPERIENCE

Gensler | Designer | On-site

Apr 2017 - Nov 2021

In my five-year tenure as a designer at a renowned global design firm, I've embraced the opportunity to collaborate with an international team, drawing insights and inspiration from offices worldwide. My passion lies in crafting creative solutions skillfully incorporating global design trends into localized contexts to meet diverse client needs.

- Participated actively in client meetings; efficiently gathered and relayed feedback and critical notes to the team for enhanced project alignment.
- Managed the handoff of design files to the implementation team, ensuring seamless transition and integrity of design concepts.
- Monitored the implementation process closely to guarantee adherence to design specifications.
- Lead a firmwide research project, demonstrating leadership in innovation and strategic thinking.

Freelancer | Production Designer / UX Designer | Hybrid

Apr 2021 - Present

I've completed a comprehensive, 480+ hour full-time immersive UX/UI design program, incorporating in-depth study, hands-on practice, professional training, and mentorship. After that, I extensively engaged in passionate projects, working remotely with teams and employing Agile methodologies for iterative development.

PROJECTS EXPERIENCE

Agency | Designer | Mobile-first | Service Marketplace

Agency is a startup dedicated to assisting event producers in discovering talents that align with their specific requirements while providing artists a platform to promote themselves and succeed in their services.

As Production Designers, we were commissioned by clients to develop a Minimum Viable Product (MVP).

Assisted clients in developing and enhancing their company branding.

- Performed Comparative & Competitive (C&C) analysis and feature inventory, collaborating closely with clients to define the service scope and key highlights.
- Executed user interviews and online surveys to gather insights.
- Developed personas and identified core user problems.
- Created initial solution concepts using advanced prototyping tools.
- Implemented usability testing to refine prototypes.
- Prioritized key features for initial launch (Day 1).
- Made iterative improvements based on usability test feedback.

Bespoke Letterpress E-commerce site redesign | Designer | Desktop | E-commerce Website

Bespoke, a local letterpress and stationery store with an E-commerce website, is committed to enhancing the online customer experience. To achieve this, we're embarking on a website iteration project based on feedback from usability testing. Here are my key steps:

- Conduct user interviews and usability testing on the current website.
- Perform a Competitive and comparative analysis to identify design trends from leading E-commerce companies.
- Develop personas based on our user research findings.

- Brainstorm potential solutions and sketch initial concepts.
- Create a mid-fi prototype and conduct usability testing.
- Iteratively refine and develop a higher-fi prototype.

Better City, Better Life Research | Researcher | User Research

During my time as a designer at Gensler, I had the opportunity to contribute to a user research project as part of the research team. Our team is focusing on the learning experience design as the COVID-19 pandemic has disrupted traditional modes of education, forcing educators and students worldwide to adapt to remote or hybrid learning environments. As campuses begin to reopen, it is essential to consider the lessons learned during this period and how they might inform the future of campus design.

I have been involved in collaborating with team members to develop a survey, conducting interviews with participants on-site, synthesizing data, facilitating workshops with students and educators, and producing the final report.

We received 3,000 online survey responses and conducted 20 one-on-one interviews, resulting in valuable insights into the learning experience during the pandemic. These findings were used to develop the Education Engagement Index report, which has been shared with designers worldwide in Gensler's efforts to improve the higher education learning experience.

Tsinghua Campus Design | Designer | Campus Design

- Research on high school student's behavior and daily routine.
- Case study of famous campuses with similar sizes around the world.
- Participated in several brainstorming with experts from other offices.
- I focused on circulation and landscape design in the design period.
- Coordinated the work of various teams, such as landscape consultants, campus design experts, and rendering companies.
- Participate in design progress meetings with clients, take meeting notes, and download feedback to teams.
- At the final production stage, I am responsible for preparing the presentation documents, which I need to work on tightly with the design director and develop the storyline of our design.

EDUCATION

GENERAL ASSEMBLY | User Experience Design Immersive Program | Remote

Aug-Nov 2023

The full-time immersive UX/UI design program consists of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remotely with teams using Agile methodologies and iterative development.

Washington University in St. Louis | Master of Urban Design | On campus

Aug 2015 - Aug 2016

Although my time at Washington University in St. Louis lasted just one year, it was an invaluable experience in my life. Throughout the three-semester program, I concentrated on honing my on-site design abilities and enhancing my collaborative and storytelling skills.

Wuhan University | Bachelor of Architecture | On campus

Sep 2010 - Jun 2015

Studying at Wuhan University was a significant experience in my life. Over the course of five years, I acquired fundamental design skills such as sketching, modeling, and rendering. This education experience provided me with a robust foundation in design practice.