



ZHEN FU

UI/UX Designer

arielfu612@gmail.com

+1(213)577 4182

San Francisco, CA

zhenfuportfolio.com

■ Experience

Project - Adobe Firefly x AAU

2023

- Worked on a collaborative team project with Adobe and AAU, playing a key role in the conceptualization, design, and production of a TV spot marketing campaign.

Project - SmartTrip

2023

- Independently designed a travel planner app from inception to completion in response to a client's request, covering user research, ideation, prototyping, user testing, and visual design.

Project - Rebrand San Jose Art Museum

2022

- Independently rebrand San Jose Art Museum, including the logo, business card, letterhead, posters, merchandise, brochure, and mobile App, covering interview, research, sketch, ideation, and visual design.

Marketing Specialist

Canada Golden Foods Ltd. - Calgary, AB, Canada

2019 - 2021

- Represented the company at international trade shows, enhancing global brand visibility.
- Engaging potential clients, presenting products, and capturing crucial customer data, leading to a significant increase in sales.
- Contributed significantly to marketing and advertising initiatives through creating compelling visual content, including editing photos and videos, designing presentations, editing website content, and producing reports.

Administrative Specialist

FLEX College Prep - Fremont, CA, U.S.

2016-2017

- Increased sales by educating customers on company services and building long-term relationships
- Efficiently managed administrative responsibilities, ensuring seamless operations and exceptional customer service.
- Actively engaged in FLEX activities, contributing to successful college fairs and seminars.

■ Education

MA in Interaction & UI/UX Design

Academy of Art University - San Francisco, CA

2022 - 2024

MBA

San Francisco State University - San Francisco, CA

2014 - 2016

Bachelors in Business Management

San Francisco State University - San Francisco, CA

2011 - 2014

■ Skills

Interaction Design
Visual Design
User Research
Prototyping
Usability Testing
Motion Graphic
Basic HTML, CSS
Marketing
Customer Service
Translation and Interpreting

■ Tools

Figma
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere
Adobe Indesign
Adobe Firefly
ChatGPT
Microsoft Office

■ Awards

AAU Spring Show Awards - 2023
Shapes to Music (Motion Graphic)
The Little Prince (Motion Graphic)

■ Hobbies

Piano
Dancing
Tennis
Traveling
Photography
Watercolor painting
Volunteer services

■ Languages

Mandarin
English