

Ariel Zhong

UX/UI Design Professional

New York, NY • 347-649-4445 • ariel.zhong@outlook.com • <https://www.linkedin.com/in/ariel-zhong-uiux> • Chinese & English
Portfolio: Arielzhong.com

Professional Summary

- A creative UX/UI design professional with multidisciplinary experience in user research, wireframing, prototyping, and cross-functional collaboration, combining analytical thinking and creative execution to deliver user-centred solutions that enhance usability, streamline workflows, and drive measurable business impact

Technical Expertise

- **Technical Tools:** Figma • Adobe Photoshop • Adobe Illustrator • Canva • HTML & CSS

Relevant Experience

UX/UI bootcamp Project & Fiverr

New York, NY

UX Designer

Dec 2024 –Currently

- **Wireframing:** Created 10 low-fidelity sketches and refined them into mid-fidelity wireframes to visualize layout and user flow, improving clarity and stakeholder alignment, which streamlined decisions and enabled faster iterations
- **Prototyping:** Developed high-fidelity interactive prototypes by linking wireframes into user flows, tested and resolved 5 usability issues, enhancing navigation accuracy and interaction clarity
- **User Testing:** Conducted usability testing with 5 target users, analyzed feedback to uncover 7 design inconsistencies, and iterated prototypes that improved task completion rate by 30% and satisfaction by 35%
- **Time Management:** Delivered a 2-month UX project on schedule by defining clear milestones, prioritizing critical tasks, and coordinating teammates, maintaining 90% workflow efficiency and high deliverable quality
- **Teamwork:** Collaborated with 3 teammates through agile check-ins to synchronize workflows, verify deliverables, and resolve design inconsistencies, completing project goals 5 days ahead of schedule
- **Accessibility Awareness:** Applied accessibility best practices by designing inclusive color palettes for color-blind users and validating visuals through Google accessibility tools, enhancing readability and meeting WCAG standards
- **User Research:** Interviewed 5 participants through online and in-person sessions and distributed surveys via Google Forms, completing data collection within 2 weeks and synthesizing findings into actionable insights that guided product direction

Odelia Jewelry

New York, NY

Production Assistant

Dec 2021 – Jun 2025

- **Effective Communication:** Presented 5 product design concepts weekly and liaised bilingually with factories to clarify requirements, reducing errors by 40% and ensuring timely, high-quality production
- **Cross-Functional Collaboration:** Partnered with product, client service, and logistics teams to align design specifications, streamline bottlenecks, and ensure on-time delivery for 10 client projects
- **Problem Solving:** Coordinated with factories to validate design changes, assess production feasibility, and negotiate trade-offs between quality and timeline, reducing delivery delays by 40% while maintaining client satisfaction
- **Leadership:** Supervised a 3-member team by delegating tasks, optimizing workflows, and resolving issues proactively, boosting efficiency by 30% and minimizing management escalations

ESRevolution

New York, NY

Video & Social Media Intern

May 2021 – Nov 2021

- **User Insight:** Analyzed audience behavior and devised creative strategies for 3 holiday gaming videos, introducing new content formats that expanded reach by 25% and increased engagement
- **Content Strategy:** Managed social media campaigns by producing engaging trailers and interacting with audiences, enhancing brand visibility and community participation by 30%
- **Creative Storytelling:** Advanced production expertise by mastering camera operations and Adobe tools, producing 30-minute episodes that elevated storytelling quality and viewer retention by 25%

Education

Columbia Engineering University

New York, NY

Certificate of UX/UI Design

Jun 2025

Fashion Institute of Technology

New York, NY

Bachelor of Science in Advertising & Marketing

May 2021