



Shuang Zhang

Product Designer

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Experience

UI UX Designer, Media Director • Nova Media Inc. (2021 - 2023)
Spearheaded the end-to-end redesign of the Nova Media Inc. corporate website, implementing a new information architecture and responsive design that increased user engagement by 16% and grew new client leads by 13%. Led digital media production with user-centered design principles.

Health Care Specialist • Pain Management Clinic (2018 - 2020)
In a high-stakes clinical setting, I solved literal user pain points by mapping complex medical journeys, identifying usability flaws in EHR software and complex medical devices, and collaborating with physicians to ensure a clear and safe user experience.

Localization Specialist • A Leading Entertainment Streaming Platform (2018)
Localized UI copy and promotional materials, collaborating with designers to ensure a culturally resonant experience for the audience.

Social Media Specialist • Intern • Plenry Inc. (2015 - 2016)
Developed a content strategy by analyzing user engagement data, crafting visual narratives that grew the brand's social media audience by 12% and increased website click-throughs by 11%.

Assistant Project Manager • Intern • Pico Exhibition (2011)
Orchestrated the end-to-end event experience for Real Madrid's China tour, managing complex logistics while directing the visual branding for the event, from press conference backdrops to promotional banners.

Website Editor, Reporter • Intern • China National Radio (2010)
Structured and designed the digital layout for online feature articles, improving the content hierarchy and visual readability to increase reader engagement for a national audience.

Projects

Smara • Product Designer (2025)
A mobile app to take photos confidently with AI & AR.
Led the UX/UI design process from initial user research to creating high-fidelity prototypes and final visual designs.

Education

M.A. in Interaction & UI/UX Design
Academy of Art University (2025)

M.A. in Multimedia Communications
Academy of Art University (2014)

Certificates

Designing Innovation to Action: Life, Leadership, and AI
Stanford University (2024)

Digital Transformation: AI, IoT, Cloud, Blockchain, and Cybersecurity
MIT (2022)

Tools

Figma, Notion, Adobe Creative Suite (Illustrator, Photoshop, Audition, After Effects, Premiere Pro, etc.)

Skills

Research
User Interviews, Contextual Inquiry, Card Sorting, Survey Design, Affinity Mapping, Competitive Analysis, Heuristic Evaluation

Product Design
User Research, Personas, User Flows, Journey Mapping, Wireframing, Prototyping, Usability Testing, Visual Design

Methodologies
Design Thinking, Human-Centered Design, Interaction Design, Lean UX

Soft Skills
Communication, Teamwork, Storytelling, Attention to Detail, Cross-functional Collaboration, Problem-Solving