



# 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