

NECKLACE ZHANG

USER EXPERIENCE DESIGNER / CREATIVIE THINKER

+1 206-981-7334
+86 185-1501-0730
necklaceeez@gmail.com
linkedin.com/in/necklaceee
www.necklaceee.com

▲ ABOUT ME

4-year experience in UI/UX Design
1.5-year experience in Game Industry
Master in Human-computer Interaction Design

▲ WORK EXPERIENCE

Experience Designer

Luojilab(罗辑思维), Beijing, China 06.2018- present

- Built the whole system to support the Dedao University project, which includes websites, mini-programs (on Wechat), CMS systems. And collaborated with operation team to get the first cohort enrolled into Dedao University.
- Designed the Grading system in Dedao APP, collaborated with PM to define the problems and restrictions, and delivered the prototypes and hi-fi mockups to devs for implementation.
- Other feature iterations, includes the live streaming feature, onboarding experience, coupon system, etc.

Senior UX Designer

FlyHomes, Seattle, WA 07.2017- 04.2018

- Built the foundation of UX/UI guideline/principle for the design team. Established visual style and functionalities for the company website. Worked closely with dev and provided low-fi to hi-fi mockup.
- Provided a variety of marketing assets for the marketing team, and participated in social media marketing management.

Co-founder, Design Lead

NOZ Creative, Seattle WA 03.2017- 08.2018

- NOZ Creative is a fast-paced, highly professional, user-centered design studio. To speed up customers' production pipeline with great UI/UX design and maintainable, modularized, cutting edge code. (<http://www.nozcreative.com>)

UX Designer

Ember Entertainment, Seattle, WA 05.2016- 06.2017

- Worked as UX designer on the new feature of Empire Z mobile game to get retention and improve revenue. Applied visual design skills in game-art and UX skills in game-strategy design.

UIUX Design Contractor

Fancy Turnip, Los Angeles CA 03.2016- 04.2016

- Designed UI and UX for **AR**(augmented reality) game. Provided detailed wireframes and high fidelity user interface at the production level.

UI Artist

5thCell, Seattle WA 09.2015- 03.2016

- Conceptualized, created, and integrated all the UIs and 2D/3D assets into games. Assisted in the design of UI flow and function, provided UX solutions.
- Communicated designs in a technical manner for developers to implementation.

EDUCATION

M.S in Human-computer

Interaction+ Design

University of Washington,
Seattle WA

09.2014- 08.2015

B.F.A. in Interaction Design

China Central Academy of Fine
Arts, Beijing China

09.2010- 06.2014

SHIPPED PRODUCTS

Grading System in Dedao APP
2018.12

Backend System for Dedao
2018.10

DeDao University (Online tools)
2018.9

FlyHomes Website 2.0
2017.9

StableGuard Website & app
2017.9

FlyHomes Mobile App 1.0
2017.12

Siluzan Official Website
2017.6

Empire 2.0
2017.3

SKILLS

UX Methods

Contextual Inquiry
Persona and Scenarios
Competitive Analysis
Usability Testing
Storyboarding
Info Visualization
Rapid Prototyping

Software

Sketch
Principle
Photoshop
Illustrator
InDesign
After Effects

Programming

HTML&CSS
JavaScript
React