

LUCY ZHANG

UX/UI DESIGNER BASED IN
NYC WITH EXPERIENCE IN
ILLUSTRATION, GRAPHICS
AND MOTION DESIGN

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EDUCATION

2017 - 2021
MEDIA ARTS & TECH, BS
Rochester Institute of Technology

EXPERIENCE

UX/UI DESIGNER 2024 - Present
DESIGNLAB/FREELANCE

- Experienced in conducting user research, wireframing, prototyping, and designing intuitive digital experiences
- Built and maintained design systems and style guides to ensure consistency across platforms and meet engineering and business objectives.
- Participated in iterative design processes, contributing to group critiques and continuous improvements based on user feedback and design reviews.
- Conducted usability testing and user research, analyzing feedback and incorporating insights to iteratively improve designs and enhance the user experience.
- Effectively incorporated client input while maintaining usability best practices and business goals, ensuring seamless and user-centered digital experiences

SKILLS

DESIGN

UI/Interaction Design · UX Research ·
Journey Mapping · Information
Architecture · Wireframing · User Flows
· Storyboarding · Prototyping · Usability
Testing · A/B Testing · Motion ·
Branding · Illustration · Photography/
Editing

SOFTWARE

Figma · Miro · Adobe CC (Photoshop,
Illustrator, After Effects, InDesign, XD) ·
HTML · CSS · Procreate · Sketch

VISUAL DESIGNER 2022 - 2025
PORTAL A

- Led projects from concept to execution, creating engaging visuals that enhanced brand identity and audience engagement for mobile and desktop applications. Collaborated with cross-functional teams and clients to deliver projects within rapid timelines, balancing speed with high-quality design solutions.
- Developed wireframes, mockups, and interactive prototypes for social media and video campaigns, ensuring alignment with brand guidelines and consistent messaging.
- Developed compelling motion graphics, animations, and video assets to elevate marketing content. Collaborated with cross-functional teams to craft data-driven creative strategies, resulting in increased viewer retention and improved key marketing metrics.