Lucy Zhang UX/UI designer

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Education

Media Arts & Tech, BS

Rochester Institute of Technology, Class of 2021

Experience

Product Designer @ Publicis Sapient   2025 – April 2026

Product Designer experienced in conducting A/B user testing, defining UX strategy, and building visual brand identities for clients including Verizon and ABC Supply. Collaborated cross-functionally with stakeholders and engineering teams to inform design decisions. Creating user-centered solutions, complex user flows and interaction states. Designed iterative high-fidelity wireframes and prototypes across web and mobile platforms.

Visual Designer @ Portal A   2022 – 2025

Designed wireframes, mockups, and interactive prototypes for cross-platform campaigns spanning web, mobile, and social. Developed motion graphics and video assets to support visual storytelling and boost engagement, while creating data-driven design solutions that increased viewer retention and click-through rates by 25%. Maintained a cohesive brand presence while exploring innovative visual concepts to elevate campaign impact.

Skillset

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