



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

Experience in A/B testing, UX strategy, creating and updating design systems for clients including Verizon and ABC Supply. Worked in agile environments, collaborating cross-functionally with stakeholders and engineering teams to inform design decisions. Created user-centered solutions, complex user flows, and interaction states, delivering iterative high-fidelity wireframes and prototypes across web and mobile platforms.

Freelance UX/UI Designer 2024 – 2025

Worked with various clients to create user-friendly websites and mobile apps, created and maintain design systems, UI components, and style guides. Collaborated with developers and prepared design assets and specifications for developer handoff for implementation.

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