

JEFF ZHANG

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EDUCATION

University of Michigan

April 2016 - Ann Arbor, MI

B.S Information - User Experience Design

GPA: 3.65

PROJECTS

UX Researcher // Electronic Arts

Oct 2015 - April 2016 Ann Arbor, MI

Collaborated to explore two developmental projects via the Xfinity Game Platform. Built research experiments, sourced research subjects, and served as key contact with studio stakeholders.

UX Researcher // Gov. Application Design

Sept - Dec 2014 Jackson, MI

Investigated Jackson's condemnation processes, engaging both officials and citizens in designing an interactive map interface. Conducted door-to-door surveys and stakeholder interviews.

Co-founder // Berry Logistics

April 2013 - July 2014 Ann Arbor, MI

Pitched in entrepreneurial competitions, raising over \$25,000 in prize money to drive product development. Conducted extensive customer discovery and led business development efforts.

SKILLS

Design

Sketch 3
Illustrator
Photoshop

Research

Contextual Inquiry
Survey Design
Affinity Diagrams
Persona Creation
Usability Testing

Business

Customer Discovery
Competitive Analysis
Pitching
Sales

Language

English (native)
Chinese (native)

Programming

HTML/CSS (intermediate)
Javascript (in progress)

PRODUCT FANATIC

PIZZA ADDICT

ACHIEVEMENTS

2015 UMSI Innovator Prize - 3rd

2014 Red Dot Award: Product Design

2013 MIT-CHIEF Business Plan Contest: 1st

2013 Michigan Collegiate Innovation Prize: 1st

Completed 13 graduate level classes

EXPERIENCE

Product Designer & Manager // Grubquest.gg

May 2015 - Present Ann Arbor, MI

A web and mobile application that rewards online gaming achievement via local coupons. Spearheaded research, design, and business development. Launched nationally in 42 states with 500+ users.

Product Design Intern // Detroit Labs

June - Aug 2015 Detroit, MI

Took a mobile application from concept to alpha as an embedded designer. Visual, interaction, and brand design for both Android and iOS with 80+ unique views, logotype, icons, and style guide documentation.

UX Consultant // UMSI Design Clinic

Jan 2015 - Jan 2016 Ann Arbor, MI

Produced UI/UX research and design assets, for local startups via customer discovery, wireframing, playtesting, and hi-fidelity mockups in an Agile framework. Also mentored 6 junior UX designers and researchers.