

# Zheru Jiang

## UX Designer

Portfolio <http://zherujiang.com>  
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### WORK EXPERIENCE

#### Georgia Institute of Technology - Research Assistant

JAN 2018 - PRESENT

- Designed desktop dashboard of network security system for external client.
- Reorganized information architecture of entire system based on cognitive hierarchy and affinity.
- Designed new features for alert investigation, inventory tracking and collaborative management, which drastically improved system usability.
- Created hand sketches, wireframes and pixel perfect design to communicate with stakeholders and engineers.

#### Balsam Brands - UX Designer

MAY 2018 - JUL 2018

- Designed the flow of e-commerce webpage, strategizing new branding language and targeting more accurate customer niche.
- Explored webpage selling guide and delivered a built-in customer redirecting quiz.
- Conducted heuristic evaluation with quiz prototype and presented result to site managers, after which it was added to next year's roadmap project.
- Worked cross-functional with Marketing, E-Commerce, Customer Service, and Dev teams to promote user-centric thinking corporate-wide.

#### Tencent Technology - Product Designer

JUL 2016 - SEP 2016

- Proposed new design of mobile QQ public account's homepage incorporating message feeds, which increased opening rate of account's homepage after implementation.
- Designed customizable units of new homepage and worked closely with UI team to ensure consistency of product visual language.

#### Limiton LLC - UX Designer

MAR 2017 - MAY 2017

- Designed and implemented a user center on the company's mobile web app terminal in 3 weeks.
- Designed a roulette game that has been played over 304,214 times by subscribers.

### EDUCATION

#### Georgia Institute of Technology

AUG 2017 - MAY 2019

Master of Human Computer Interaction

#### National University of Singapore

JAN 2015 - MAY 2015

Industrial Design

#### Shanghai Jiao Tong University

AUG 2013 - JUN 2017

B.E. in Industrial Design

### SKILLS

#### User Experience Design

Storyboarding | Journey Mapping | Prototyping  
Visual Design | Video Editing

#### User Experience Research

Interview | Contextual Inquiry | Card Sorting  
Survey | Focus Groups | Usability Testing

#### Programming

Javascript | CSS | HTML | D3.js | Python | Java

### RECOGNITION

#### Outstanding Graduate of Shanghai

JUN 2017

Award to **top 3%** graduates in Shanghai

#### Academic Excellence Scholarship

AUG 2014 - JUN 2016

#### National Scholarship

AUG 2013 - JUN 2014

Award to **top 0.2%** student in China