

KIMBERLY ZHENG

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CONTACT

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- Memphis, TN. U.S.A

SKILLS

- Design Solutions
- Experience Design
- Interface Design
- User Research
- Visual Design
- Prototype

TOOLS

- Adobe XD
- Figma
- Balsamiq
- Adobe Creative Suite - Photoshop, Illustrator, InDesign & After Effect
- Miro
- HTML & CSS

EDUCATION

Northwestern University

Master of Science
Information Design & Strategy

2020-2023
GPA of 4.0

Syracuse University

Bachelor of Fine Arts
Interior Design

2008-2011
Chancellor Scholarships

BACKGROUND

I'm a UX/UI Designer with a background in interior design and graphic design. Within 10 years of experience implementing user-centered design and design thinking, I become a experienced designer who can balance needs of users, visual creativity of brands, and practical logistics of businesses. I'm skilled in using various design tools, using effective communication, and collaborating across multiple teams to meet deadlines. I'm pursuing my MS degree in Information Design and Strategy at Northwestern University. I have taken courses including User Research, Experience Design, Interface Design, Information Design Content, Data Management, Information Design and Architecture, and other theory courses relevant to UI/UX. I am very passionate about designing digital products that are user-centered.

WORK

Designer II

Staples - HiTouch Brand, Office Furniture Team | Memphis, TN | February 2020- Present

- Conduct user research onsite to analyze customer needs and business requirements. Design user-centered experiences for business furniture solutions.
- Collaborate with internal and external teams to maintain manufacturer brand design consistency and defines brand expression throughout the experience. Space planning, specification of products, and presentation of solutions through virtual or in-person meetings, design renderings, and color palette selections that meet customer vision, and creation of quotes and proposals for clients.

Visual Designer

Kim Design Studio- Freelancer | Memphis, TN | September 2019- Present

- Self directed my own business and designed my website. Created information architecture mapping, user and screen flows, conceptual and detailed wireframing, and built the website on wix.
- Provide graphic design and 3d interior rendering services for clients. Completed various visual designs for real clients.

Graphic Designer

IFSTAGE Co.,Ltd - Freelance Graphic Designer | Remote | June 2016 - September 2019

- Assisted the company's senior graphic designer, art director, and producers to craft multi-platform design projects as a freelance visual designer (web and print).
- Participated in designing print programs for several commercial events for clients such as BOTCHAN, Toshiba, and Sony. Fostered collaboration and consistency across teams by working closely with product managers, designers, and producers.

Interactive Design Intern

Edhelper - UI/UX Intern | Washington, DC | April 2018 - August 2019

- Worked as a UI/UX design intern with graphic designer and software engineer on tasks including graphic illustration and helped design main task flows for educational products such as electronic worksheets and game app brainstorming.

Project Manager

Celano Design Studio - Interior Design PM | New York, NY | April 2015 - May 2017

- Managing hospitality projects from beginning stage to competition through all interior design phases.
- Communicated and collaborated information with multiple teams on the daily basis. Resolved issues with teams when there were conflicts.