



**J A S M I N E
M. Z H A N G**

**Product Designer
Visual Designer**

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SKILLS

Adobe CC

Illustrator
Photoshop
Indesign
Dreamweaver
After Effects
Premiere Pro
Audition
Lightroom

Others

Figma
Sketch
Maxon Cinema 4D
3D Max
Microsoft Suite

Soft Skill

Time management
Storytelling
Collaboration
Communication
Content Strategies
Design Strategy
Design Thinking
Design Pattern
Design System
Self-Motivated
Multi-Task
Agile Methodology
Sprint

CAPABILITY

UI/UX · Prototyping · Information architecture ·
Usability Test · Synthesizing Research · Identity
Web Design · Interactive · Motion Graphic ·
Packaging · Publication · 3D Modeling ·
Photography · Video Editing · Photo Retouching

EDUCATION

General Assembly

User Experience Bootcamp
2021 May-June

California College of the Arts

San Francisco, CA BFA Graphic Design
2013-2017

EXPERIENCE

Product Designer

2021 Web and product design Freelance contractor

- Design solutions that address user pain points and unmet needs with timely delivery and ready for development.
- Building persona, journey map, write problem statement, and hypothesis statement.
- Create hi-fi, lo-fi sketches, prototypes, wireframes, visual components, UI library.
- Collaborate with relevant stakeholders to understand design needs and provide research and design recommendations.
- Collaborate with developers to create a user-friendly, empathetic, intuitive interface that adapts to different surfaces.
- Conduct interview, insight, and usability testing.
- Effectively communicate vision and detailed design to product team using appropriate design artifacts.

Visual Designer

2018 to 2021

- Specialist in Branding, Identity, and web design on business.
- Ability to leverage trends to engage brand expressions.
- Articulating Design Decisions throughout the company interest.
- Work with stakeholders throughout the process and provide
- Product scene styling and photography, film editing.
- Excellent attention to detail and organization skills.
- Professional design suggestions.

Sugar Dynasty

Pleasanton, CA

2018-2021 Founder + Design Specialist

Authentic HK style Dessert base restaurant

Work on Branding, digital and print, Web design, Interior Design, Marketing, Customer Services, business, and team management.

Teforia

Mountain View, CA

Internship 2017 Spring & Freelance contractor

Worked on branding, print layout design, Web advertising, product photography and video, scene styling, photo retouching.