



Selina Zhang

UX Researcher & Designer

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Links

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Languages

English (Work Proficiency)

Chinese (Native)

About

USER EXPERIENCE DESIGNER & INTERACTION DESIGNER Experienced and innovative UX professional with expertise in user centered design and responsive design across multiple devices. Skilled in interdisciplinary collaboration, on-site/remote teamwork and agile working method. Passionate learner, strategic thinker, effective communicator, and active collaborator. Instrumental in user research with user centric design approach, running workshop with stakeholders, carrying out interaction design and usability test. Technical proficiency in Adobe Photoshop, Illustrator, Figma, Sketch, MS Office. User Research UI / Interaction Design Usability Testing User Centered Design User Journey mapping Wire-framing/ Sketching A/B Testing Prototyping Teamwork Communication skills Design Thinking Animation/Video Editing

BRANDS WORKED WITH

- BEBIT Business Consultant
- FRANK CHOU DESIGN STUDIO
- GenGame
- Jaguar Land Rover
- NEUNI LAB
- PSYCHOLOGICAL COUNSELING CENTER, Tongji University
- Sainsbury's

Experience

● UX Designer and Content Designer

| Dec 2022 - Now

Contributed to all aspects of the agile design process in the entire project lifecycle, including interpreting project briefs, brainstorming, Gigamapping, ideation, conducting and iterating user interview and prototyping. Expertly created customer journey maps and value proposition canvas to focus on emotional touchpoints and utilized business canvas and social value framework for a broader perspective.

Managed the prototyping process from start to finish, including planning, creating prototypes, sketching wireframes, leading workshops with participants, and guiding them through the prototyping stage.

Handled content design responsibilities, including creating storyboards, concept videos, pitch slides with infographics, mid-fidelity interfaces, and social media pages to effectively communicate with the client.

Led the project's award application and successfully won the 2021 Ford Motor Company Fund Smart Mobility Challenge. Currently collaborating with Leicester County Council.



● UX researcher and content designer

Sainsbury's | May 2022 - Jul 2022

Led the end-to-end process, from the initial discovery stage to the final product. Assisted in outlining the scope and objectives of the project according to an open brief, defining the problem, identifying target user/stakeholder groups for research, creating empathy maps, extracting insights and ideation, content design. Carried out human-centered principles throughout the project.

Launched interviews in the form of metaphorical stimulated workshops with target users.

Actively engage in weekly meetings with clients and continually refining the design approach to align with their requirements. Led the team to identify design highlights and prioritize creative design solutions.

Facilitated group discussion as an implementer, introducing cooperative tools and methods into teamwork, and promoting participation from all team members in the agile design process.

Took charge of the creation of a concept video for the project, including writing the storyboard, managing the production process, shooting footage, editing, and post production.



● UX Designer, Collaborated in industry project

GenGame | Oct 2021 - Dec 2021

Led user research by conducting iterative semi-structured interviews and facilitating team discussions to extract insights.

Led interaction design by creating experience and wire-frame prototypes to test and refine designs.

Facilitated communication within the internal team and with external stakeholders by coordinating meetings and leading discussions.

● UX Designer, Design PTA

BEBIT Business Consultant | Feb 2021 - Sep 2021

Contributed to the interview process by helping to plan and conduct interviews with target user groups, setting up remote recording equipment, and participating in group discussions to refine the semi-structured interview syllabus. Assisted in analyzing and summarizing interview data to create personas and distill client insights. Worked on multiple projects simultaneously in a fast-paced environment.

Designed user journey maps using Sketch, Figma, and Adobe XD to visualize complex user flows and touchpoints, highlight pain points and design opportunities, and ensure optimal layout and visual style.

Played a key role in developing and refining high-fidelity prototype interfaces to meet client needs.

In charge of creating infographics for a business white paper as the only designer in an interdisciplinary team, and worked with other designers on dashboard design.



● UX Designer, Intern, UX Group in Engineering Department

Jaguar Land Rover | Feb 2021 - May 2021

Contributed to the design of the HMI for the Advanced Driver Assistance System (ADAS) with a focus on the cluster and infotainment design. The design was selected for further development out of five proposals.

Conducted multiple usability testing and A/B testing on the high-fidelity prototype of central control panel.

Responsible for creating animated prototypes for lighting signals on the charging pile and in-car cluster to help facilitate communication with colleagues and clients.

Helped to research and analyze the design trends and innovations in the ADAS system through case studies and literature reviews, and provided insights to the marketing team.

● Visual designer, Intern, Marketing Department

FRANK CHOU DESIGN STUDIO | Aug 2020 - Dec 2020

Created promotional graphics such as posters, motion graphics, and videos.

Contributed to the management of a WeChat public account within a team of three, organizing the content and layout for publishing.

Supported client relationships by gathering information and conducting market research.

● Intern, Material Department

NEUNI LAB | Jun 2019 - Sep 2019

Helped with the secondary research and analysis for a case study and collected necessary information for the project. Also aided in editing the text and arranging the layout design for the publication, working closely with the supervisor to ensure effective communication.

● Social Media Operator, Intern, Multi-media Department

PSYCHOLOGICAL COUNSELING CENTER, Tongji University | Sep 2018 - May 2020

Took complete responsibility for designing the user interface and icons of an online consultation application, which was launched as a mini-program on WeChat in collaboration with a technical colleague.

Enhanced the brand awareness of the Center among university students by designing a unique and memorable character representation and publishing original comics on the Center's WeChat public account.

Contributed to the management of the Center's branding on WeChat's social media presence by arranging the visual elements, including the color scheme and layout of images and text, before publishing.

Education & Training

- **School of Design and Creative Arts**
MA, User Experience and Service Design,,
- **College of Design and Innovation**
BSc, Industrial Design,,