



WENJIE ZHANG

User Experience Designer

zhangwenjie2228@gmail.com

(919)5192508

www.wenjiez.com

* With a valid working permit.
NO visa sponsorship is needed.

WORK EXPERIENCE



2020-Present

JJ Dreamer.LLC,NC

Creative Designer

Optimize the brand development strategy according to the client's needs and user experience. Build the brand image from scratch, including logos, website, content, and packaging. Cooperate with clients/influencers to produce original content for social media and advertising. Plan and execute the creative social campaigns through online practice, which significantly improves brand awareness.

2020

Chariot Creative,NC

UX Designer

Redesign the desktop and mobile websites for CBC.LLC with the design team and engineering department. Offer a fresh brand that helps to unify their growing healthcare organization. The resulting website serves as an engaging presence for CBC.

2019 - Present

Freelance

UX Designer

Providing efficient user-centered design for a variety of digital products and taking part in the understanding and design phases of multiple projects, including wireframing, user flow, mockup optimization, Hi-Fi prototyping, and various other communication assets.

2020

Stewart, NC

Landscape Designer

Concept Planning|Graphics Work|3D Modeling

2017-2019

Woods Bagot, Shanghai

Urban Designer

Concept Planning|Graphics|Projects Coordination

2016-2017

Innovations Design Group,FL

Landscape Designer

Concept Design|Graphic Work|3D Modeling|Videos

2016

Dix.Hite+Partners,FL

Landscape Designer

Concept Design|Graphic Work

EDUCATION & CERTIFICATION



2014-2016

Louisiana State University, LA,US

Master of Landscape Architecture

2009-2014

Xi'an University of Architecture and Technology, China

Bachelor of Landscape Architecture

2019

Lai Offer (New Oriental Education & Technology Group Inc.)

Integrated User Experience Design Bootcamp

2019

University of California San Diego

Interaction Design Specialization on Coursera

SKILLS



Design:

User research, Usability testing, Journey map, Affinity diagram, Storyboarding, Persona hypothesis, User flow, Wireframing, Rapid& Advanced Prototyping, Interaction Design, Web Design, Product Design

Marketing:

Brand management, Creative content, Digital marketing campaign, Video editing, Competitive analysis

Tools:

Sketch, Figma, Adobe XD, Invision, Principle, Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, Sketchup, Autocad, GIS, Lumion, 3D-Max, Rhino

HONORS & AWARDS



Winner of Hospice Room Design Award, China

Best Graduating Project Award of LSU Robert Reich School of Landscape Architecture

Special Mention of D3 "House in Tomorrow"

International Architectural Design Competition

First & Second Place in the Design Week Competition of Robert Reich school