



**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 Director

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