

ZIHAN WANG

UX/UI Designer

UX designer with a PhD in Anthropology and a background in marketing, specializing in user research, data driven decision-making, and cross-functional collaboration. Experienced in designing inclusive, user-friendly experiences for diverse audiences by leveraging cross-cultural insights and behavioral understanding.

UX/UI PROJECT

UX/UI Designer

Pawfect Match – Pet Adoption App

Jan 2025 - Present

- Designed a mobile app which identified inefficiencies in pet adoption processes, where users struggled to find pets that matched their lifestyles.
- Conducted user research with pet owners and adoption agencies to address pain points in the adoption process.
- Created wireframes, high-fidelity prototypes, and an intuitive adoption flow to enhance user engagement and improve the adoption success rate.

UX/UI Designer

HomeFinds – Real Estate Web App

Sep 2024 - Dec 2024

- Developed a responsive platform for users who struggle to find relevant listings and manage property research efficiently.
- Facilitated user research to identify investor needs, created interactive prototypes, iterated designs based on usability testing feedback.
- Established a design system to maintain consistency across the platform.

UX/UI Designer

Olive – Mental Health App

Jan 2024 - Aug 2024

- Led UX/UI design for a mobile mental wellness app, improving accessibility and engagement.
- Conducted user research and usability tests to refine the user flow.
- Designed wireframes, high-fidelity prototypes, and an intuitive UI system.

EXPERIENCE

Digital Marketing Manager | TheOne Group

Dec 2021 – Jul 2023 | Beijing, China

- Led user research and competitive analysis to guide product and marketing strategies, increasing customer engagement.
- Conducted A/B tests and usability studies to refine digital experiences.
- Provided UX insights to the product and development teams, influencing information architecture and feature decisions.
- Grew the user base from 0 to 1,000+ users within 3 months through strategic digital engagement and content marketing.

Regional Marketing Manager | Blued App

Apr 2020 – Dec 2021 | Beijing, China

- Managed regional marketing campaigns and user engagement strategies to expand brand presence.
- Coordinated with cross-functional teams to implement data-driven marketing solutions.
- Performed data analysis on campaign performance, leading to strategic adjustments and a 20% increase in ROI.

Kennewick, WA

(509) 308-2243

zihanwangux@gmail.com

zihanwangux.com

EDUCATION

UX/UI Design Certification

CareerFoundry | 2025

PhD in Anthropology

Universidad Autónoma de Barcelona

Barcelona, Spain | 2025

MA in Marketing & Communication

Universidad de Barcelona

Barcelona, Spain | 2017

SKILLS

- User research
- User persona
- Usability test
- Journey mapping
- Information Architecture
- Wireframing
- Prototyping
- Data-driven decision making
- Cross-functional collaboration
- Agile workflows

TOOLS

- Figma
- Photoshop
- Adobe XD
- Sketch
- Miro
- Asana

LANGUAGE

- English: Fluent
- Spanish: Fluent
- Chinese: Native