

Zihan Zhang

Portfolio: [zihanzhang.framer.website](#) [Linkedin](#)

with 5+ years of design expertise, specializing in interactive media, AI-driven interfaces, and data-informed UX strategies to create intuitive, high-impact digital experiences.

PROFESSIONAL EXPERIENCE

Verizon Connect

Atlanta, GA

UX Designer (Industry Sponsored Project)

Aug 2024–Dec 2024

- Led the UX design phase in a four-person team, collaborating with Verizon Connect to develop a B2B self-coaching app for truck drivers.
- Conducted 12 user interviews, surveys, product audits, and competitive analysis to align user needs with Verizon's business objectives. Translated user pain points into intuitive design solutions, enhancing the driver self-coaching experience.
- Designed and iterated mid- and high-fidelity mobile wireframes, refining features based on heuristic evaluations and usability testing with 10 users.
- Presented research findings, user insights, and final designs to Verizon's UX teams, incorporating actionable feedback for further refinement.

Sephora

Shanghai, China

UX Design Intern

Mar 2024–July 2024

- Led UX design for Sephora's AI-powered Skincare Analysis App (CARE) migrating offline skin analysis services to a seamless digital experience.
- Increased Daily Active Users (DAU) by 5.72%, enhancing engagement with the skincare column through iterative design, A/B testing, and navigation optimization.
- Established a design system for iPad and mobile platforms, ensuring consistency across UI components and streamlining future iterations. Developed an iconography system aligned with Sephora's branding, improving navigation and feature discoverability, leading to a 3.91% increase in CTR.
- Collaborated with PMs and engineers, conducting User Acceptance Testing (UAT) to align UX decisions with business goals and ensure smooth implementation.

OUTPUT

Shanghai, China

Service Design Intern

Oct 2023–Jan 2024

- Developed interactive museum experience prototypes through user research and iterative design, utilizing storyboarding, stakeholder mapping, and service blueprinting to enhance educational impact and engagement
- Conducted comprehensive usability studies and heuristic evaluations to optimize exhibit flow, ensuring alignment with the museum's educational goals
- Developed interactive museum experience prototypes through user research and iterative design, leading to enhanced visitor engagement and educational outcomes and delivered three formal presentations to museum stakeholders, effectively communicating design strategies and securing approval for implementation

EDUCATION

Georgia Institute of Technology

Atlanta, GA

MS Human Computer Interaction

Aug 2024 - Expected May 2026

Royal College of Art

London, UK

MA City Design

Sep 2022- Aug 2023

University of Liverpool

Liverpool, UK

BA Architecture

Sep 2018- July 2022

Certified for RIBA Part1 Architects Journal Student Prize Part 1 Sikorski Memorial Prize

SKILLS

Skills: Graphic Design, Design Systems, Service Design, Wireframing, Prototyping, Motion Design, User Testing, Storyboarding, Market Research, User Research, Data Visualization Game Design, VR/XR Development, 3D Modeling, Ergonomic Design, Speculative Design, Architectural Design, Project Management, Python

Tools: Figma, Adobe Creative Suite Unreal Engine 5, Cinema 4D, Rhino, TouchDesigner, Blender, Arduino, HTML/CSS, After Effects