

SIYU ZHONG

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Education

University of Michigan, Ann Arbor | GPA: 3.98 /4.0

Aug. 2021 - May. 2025 (Expected) | Ann Arbor, MI

- B.S in UI/UX, B.A in Visual Design, minor in Business
- University Honors / Dean's List (6 semesters), James B. Angell Scholar, William A. Lewis Watercolor Prize

Relevant Experience

Graphic Design Lead / UX Designer | Desai Accelerator

May. 2024 - August 2024 | Ann Arbor, MI

- Accomplished a 30% increase in launch success rate by designing 3 startups' visual branding and UX solutions, focusing on high-fidelity prototypes and iterative design concepts using Figma, Miro, and Adobe Creative Suite.
- Enhanced startup growth by creating comprehensive branding guides, websites, and mobile apps, ensuring seamless design integration through collaboration with multidisciplinary teams.

UX Designer / Visual Designer | ANIMADE Animation Studio

May. 2023 - May 2024 | Beijing, China

- Increased user engagement by 25% for ANTI-ANTEE's e-commerce website through user-centered interface design and customized digital shopping experiences.
- Strengthened brand identity by establishing style guidelines for digital marketing materials, including logo, color, typography, image composition, and scalability, collaborating closely with cross-functional teams.

Course Projects

UX & Visual Designer | Law of UX: RoosRoast Cafe Website Redesign

Jan. 2024 - Mar. 2024 | Ann Arbor, MI

- Improved checkout experience by 40% and enhanced product navigation for RoosRoast Cafe through a consistent branding redesign and usability-focused interface.
- Delivered competitive analysis and high-fidelity interfaces for mobile and desktop, applying UX laws and heuristics to create visually appealing design elements.

UI/UX Designer | Intro To UX: NOAA GLANSIS Website Redesign

Sept. 2023 - Dec. 2023 | Ann Arbor, MI

- Increased information access efficiency by 35% for NOAA GLANSIS through a visually hierarchical redesign of the homepage and Species List Generator tool.
- Led the creation of high-fidelity interfaces, wireframing, and rapid prototyping, customizing text usage, legibility, image composition, and style guides based on Baymard Research and UX principles.

Campus Involvement

Co-Founder & Creative Director | Cinnamon Cinema Club

Dec. 2021 - Mar. 2024 | Ann Arbor, MI

- Expanded club membership by 750%, growing from 6 to 51 members, by developing and leading Ann Arbor's first Chinese film club, coordinating across departments for filming, editing, publication, and recruiting efforts.
- Achieving 10k+ social media reads by designing the club's branding identity and directing the art team in creating key chains, posters, and WeChat articles for publicity, ensuring cohesive visual design.

Additional

- **Languages:** Chinese, English
- **Technical Skills:** Graphic Design, UI/UX design, Typography, Branding Design, Color Theory, Printing, AI, UX research, User flows, Storyboards, Prototype, Marketing Design, Digital Illustration, HTML, CSS, JavaScript
- **Tools:** Adobe suites (Photoshop, Illustrator, XD, InDesign), Figma, Sketch, Miro, Google Office, Microsoft Office