

# Weiran Zhang

## UX Designer

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+1 814.699.2977

[weiranzhangthu@gmail.com](mailto:weiranzhangthu@gmail.com)

<http://weiran.info>

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### Skills

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UX Research	Adobe Suite
Web Analytics	Sketch
Wireframing	InVision
Prototyping	HTML/CSS

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### Experience

#### Pennsylvania State University / UX Designer

August 2018 - Present

State College, Pennsylvania

- Identify problems with multiple user research methods for LionPATH, a PeopleSoft information system facing Penn State students, faculty and staff
- Deliver design solutions for projects of large scope and complexity and generate prototypes to communicate design ideas
- Define information architecture that provides clear and effective navigation structure
- Create LionPATH UI style guide and design an internal UI Library, a resource for both designers and engineers

#### Search Solution Group/ UX Design Intern

May 2017 - August 2017

Charlotte, North Carolina

- Research, strategize and launch UX improvements for SSG's website frontpage experience to drop bounce rate
- Lead the website redesign of Temp me, a new staffing company
- Design graphics for marketing campaigns, social media, ads, etc.

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### Education

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#### University of Michigan / Master of Science in Information

August 2016 - April 2018

Ann Arbor, Michigan

#### University of Michigan / Master of Public Policy

August 2013 - April 2015

Ann Arbor, Michigan

#### Tsinghua University / Bachelor of Laws

September 2007 - July 2011

Beijing, China