**Thomas Zhang**

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**Professional Summary**

Senior UX designer with 5+years experience and specialization in complex web application design. Achieved 15% increase in user satisfaction and 20% increase in conversions through the creation of interactively tested, data-driven, and user-centered design. Looking to leverage my skills to bring monetized improvements to Bellwether Systems Inc. as UX Team Lead.

**Work Experience**

**Pearlite Inc., San Francisco, CA**

*Senior UX Designer*

August 2014–Present

* Promoted to Senior UX Designer by focusing on user-centered design principles creating simple and intuitive user interfaces that contributed to 100% year on year profit growth.
* Obtained user data with analytics reporting, task analysis, and participatory design techniques and leveraged that data to create iterative improvements, increasing user satisfaction by 20%.
* Created interactive designs for complex web applications by way of page/user flow diagrams, site maps, and interactive wireframes in Pidoco.
* Conducted UX research by interactively testing designs using high and low fidelity prototypes.

**Rillian Inc., San Francisco, CA**

*Junior UX Designer*

September 2012–August 2014

* Created visual design prototypes, designed icons, and developed solutions for a new navigation system, resulting in a 10% increase in user satisfaction.
* Carried out migration of 400+ static web pages from a legacy server onto author and publishing servers.
* Carried out user research through targeted interviews and extensive usability testing before and after redesign.
* Facilitated design implementation via CSS and HTML coding.

**Education**

**Masters in Interaction Design**

*University of North Texas, Denton, TX*

**Completion**: 2012

**Bachelor of Science in Computer Science**

*University of North Texas, Denton, TX*

**Completion**: 2010

**Skills**

* Leadership
* Graphic design
* Project management: Scrum and agile methodologies
* Coding: HTML, CSS & Javascript.
* Usability testing: guerilla testing, lab usability testing and contextual inquiry.

**Conferences**

* Guest speaker—Invisible Talks 2019
* Guest speaker—UC Camp DC 2017 and 2018

**Languages**

* Mandarin—native/bilingual