



New York City, New York
(619) 321-8260 zz4714@nyu.edu

Zhaorong Zeng, UI/UX & Product Designer

UI/UX specialist focused on designing clean and functional projects across all platforms and devices in response to specific briefs and problems, while always maintaining a unique look and feel.

Experience

UX Product Designer, ETH Tech

Sep 2024 - Dec 2024 | Intern

- Led the end-to-end design process for an **AI-powered chatbot**, focusing on visual **design elements such as typography, color, iconography, interaction patterns and layout** while incorporating **divergent thinking** to enhance user experience;
- Collaborated with **cross-functional teams**, ensuring seamless alignment of design solutions with **technical specifications, employing interaction and visual design skills** across all deliverables;
- Created **user flows and interactive prototypes** using **Figma and Adobe XD** to illustrate interactions and **refine the user experience with taps, swipes, or clicks**;
- Enhanced user immersion by integrating VR technology, emphasizing aesthetic and **functional aspects of animations for a 360-degree virtual tour**.

Product Manager Assistant & UX Designer, PAK Corporation

Jul 2024 - Aug 2024 | Intern

- Designed **high-fidelity interfaces for iOS and Android platforms**, leveraging **visual design principles to optimize user interactions** across key app features;
- Applied **user-centered design methodologies** by segmenting different age-level groups, **using prototyping and divergence techniques** to improve user experiences for **B2B and B2C apps, boosting user ratings by 21% and conversion rate by 14.6%**;
- Developed **a cohesive design system** ensuring **visual consistency** and employing interactive design for intuitive user interactions;
- Conducted competitive analysis and usability testing to **inform strategic product prototyping**, contributing to enhanced user growth.

Visual Designer, Armed Services YMCA San Diego

Mar 2023 - May 2023 | Intern

- Designed **multi-platform digital campaigns**, enhancing brand recognition across web, social media, and print channels, **attracting 20000+ user clicks**;
- Conducted **user research and iterative design processes**, leading a team to consistently deliver projects ahead of schedule;
- Facilitated regular feedback sessions with **product managers, visual designers, and stakeholders**, integrating user feedback to optimize final designs, improving conversion **rate by 22.4%**.

UI Designer, i9Media

Jun 2022 - Aug 2022 | Intern

- Designed and implemented a **unified branding strategy** across digital platforms, ensuring brand consistency in **web design, newsletters, and app interfaces**;
- Created **interactive prototypes and mockups** for web pages, optimizing user journeys for **improved engagement by 15.7%**;
- Conducted weekly design critiques to enhance **the quality of visual assets and user interfaces**.

Education

New York University (Tisch)

MPS Interactive Telecommunication, Sep 2023 - May 2025

San Diego State University

BA Graphic Design, Jan 2020 - May 2023

Certificates & Awards

Google UX Design Professional Certificate

Aug 2024

NYU TSOA Graduate Scholarship

Sep 2023 - May 2025

International Art Competition of "Interactive Art Awards"

Excellent Award, Sep 2022

International Art Competition of "Star of the Silk Road"

Sliver Award, Sep 2022

Skills

Visual Design

Graphic Design | Branding

UI/UX Design

User Experience Research | User Interface Design
Wireframing | Prototyping | Interaction Design | Animation

Design Tools

Figma Sketch | Sketch | InVision | InDesign | Adobe XD
Photoshop | Illustrator | After Effects | Premiere Pro

Programming

HTML | CSS | JavaScript

Creative Thinking

Invention | Divergence

3D Software

Unity | Unreal Engine 5 | Blender | Fusion 360

Collaboration

Agile Methodologies | Cross-functional Teams (Jira)

Technologies

VR Integration | AI Tools (ChatGPT, Midjourney, Stable Diffusion, Voiceflow)

Language

English | Mandarin | Cantonese