



LEON ZHANG

UX Designer

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in leonzhang

About

I am looking for full-time positions in UX Design.

Skills

Prototyping

Adobe After Effects
Adobe Illustrator
Adobe Lightroom
Adobe Photoshop
Adobe Premiere Pro
Balsamiq
InVision
Microsoft Office
Principle
Proto.io
Sketch

Programming

HTML/CSS
Python
R

Design Process

Affinity Maps
Contextual Inquiry
Experience Mapping
Interview
Storyboard
User Personas
Usability Testing

Interests

Alto saxophone
Beatboxing
Dance Dance Revolution
Indie electronic music
Hearthstone
Photography
Snowboarding

Education

University of California, Berkeley (Aug 2013 - May 2017)

Bachelor of Arts in Cognitive Science, May 2017

Certificate in Human-Centered Design, Townsend Center for Humanities

Experience

Product Design Intern, Pandora Media (Jun 2016 – Aug 2016)

Designed UX flows and UI in Sketch for Pandora Premium on mobile and Android Wear, launched January 2017. Prototyped and launched Roku redesign in Proto.io in June 2017 to 1.5 million MUU as top performer in consumer electronics.

Research Assistant, Helen Wills Neuroscience Institute (Sep 2015 – Dec 2015)

Recruited and conducted 15 task-evoked pupillary response experiments using Tobii eye-tracking. Cleaned and analyzed pupillometry data in R, finding significant rule-guided versus higher-order reasoning working memory patterns.

UI/UX Designer, TouchCart (Sep 2015 – Dec 2015)

Designed a grocery store search and scan mobile app in Balsamiq and Sketch. Won People's Choice Award out of 10 teams.

Contract Interaction Designer, Aeris (Jan 2015 – Apr 2015)

Designed an asthma prevention mobile app for children. Interviewed 5 parents and 1 child with asthma to research portable spirometer needs.

Leadership

President, Berkeley Innovation (Jan 2015 – May 2017)

Managed 40 consultants, 14 officers, and 11 UX design consulting projects over 8-week agile schedule. Led non-profit to not-for-profit transition with \$6,800 in corporate sponsorships from Sketch, Adobe, UserTesting, Balsamiq, and more.

Instructor, Introduction to Human-Centered Design (Jan 2016 - May 2017)

Taught 342 students of all skill levels in 36 2-hour interactive classes by using IDEO Design Kit and 36 PowerPoint slides. Led 6 Sketch and InVision workshops.

Awards

The Leadership Award Recipient, Cal Alumni Association (Oct 2016)

\$2,000 largest merit-based scholarship for motivational student leadership

Finalist, IDEO Futures & Bits + Blocks IoT + Blockchain Make-a-thon (Mar 2016)

Prototyped mobile AI smart assistant in 8-hour make-a-thon with team of 5.

Third Place, Pandora Prothon Competition (Apr 2016)

Designed InVision prototype to pitch Ticketfly integration with Pandora radio UI.