SHIXI ZHANG

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EDUCATION

Carnegie Mellon University, Entertainment Technology Center   Aug 2023–May 2025
Master of in Entertainment Technology

UNIVERSITY OF WASHINGTON, SCHOOL OF PUBLIC HEALTH   Sept 2019--March 2023
Bachelor of Arts in Food Systems, Nutrition, and Health
- Dean's List, Annually Dean's List, Golden Beet Award, Honor Society

PROFESSIONAL EXPERIENCE

PURPOSEFUL PROFESSIONAL MEDIA   New York, NY
UX Designer   July 2024 –Now
- Built the website and App from zero to one.
- Conducted Competitor Analysis and User Flows with the teams before designing the product.

CARNEGIE MELLON UNIVERSITY–HUMAN-COMPUTER INTERACTION INSTITUTE   Pittsburgh, PA
UX Research Mentee   June 2024 – Now
- Researched papers to see how can the team improve to test the efficacy of our game Palooza
- Conducted the scrip and hosted Playtests

URBAN YOGIS   New York, NY
UX Design And Interaction Design Intern   June 2022 – Sept 2022
- Standardized visual language including color palette, component visuals and typography for graphic sets used on commercial and residential projects.
- Adjusted the overall website structure and guided users to pay attention to the new feature sections we launched.
- Worked with clients on a weekly basis on behalf of the design team to understand user pain points and added new features to the website that appealed to new age sports women and minority groups as topics to attract potential customer base.

PROJECTS

DIAITA   July 2022 – Sept 2022
- Designed a health app that helps users eat healthily in a happy way. It guides users to find out the customized healthy eating plan for themselves.
  Design Research | Tangible Interface | UX/UI Design

GOODFITS   Aug 2022 – Sept 2022
- Created a virtual scanning app for feet and aimed to help users know better about their foot sizes in the most efficient way.
  Speculative Service | Motion Graphics |Scanning User Interface | UX/UI Design

MAGIC VISION   Oct 2022 – Dec 2022
- Produced an augmented reality product which helps users virtually place 3D landmark models in their own place.
  Unity Coding | Augmented Reality (AR) |Scanning Target Picture | UX/UI Design

DON'T LOOK AT MY BOOBS   Oct 2022 – Dec 2022
- Conducted a visual UX video product and contributed to a reflection session for people about school sexual harassment.
  Visual UX | Motion Graphics |Motion Video | Shooting Scripts

SKILLS & TOOLS

TECHNICAL: HTML, CSS, JAVASCRIPT, R STUDIO, ATOM
Tools: R Studio, Microsoft Office, Figma, Adobe Photoshop, Adobe Illustrator, Adobe Audition, Unity Hub, Unity, XD, Sketch
DESIGN: UX/UI DESIGN, INTERACTION DESIGN, STORYBOARDING, WIREFRAMING, USER PERSONA, JOURNEY MAPPING, INFORMATION ARCHITECTURE, DATA VISUALIZATION
RESEARCH: SURVEY DESIGN, USER INTERVIEW, USABILITY TESTING, AFFINITY MAPPING, COMPETITIVE ANALYSIS