

# Zoe Bai

Seeking **UX Design Internship** in summer 2019

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## ACADEMIC EXPERIENCES

### **Building Virtual Worlds, UI/UX Designer & 3D Artist**

Aug 2018–Now | Pittsburgh, PA

- Created interactive VR/AR experience within 2 weeks per project.
- Communicated and collaborated with 4 cross-disciplinary team members on HTC Vive, Oculus, CAVE and Meta II.
- Iterated rapidly from concept design to 3D model making, animations and narrations on Maya and Unity.

## WORK EXPERIENCES

### **Siemens, UX Design Intern**

May–Aug 2018 | Beijing, China

- Identified existing problems of using programming apps for robotic engineers through stakeholder workshops and interviews.
- Developed workflows and UI for 3 main features of an engineering tool app through wireframe validation and iteration.

### **Jockey Club Design Institute for Social Innovation, Product Designer & Research Assistant**

Sep–Dec 2017 | PolyU School of Design, Hong Kong

- Researched on the future elderly care home experience.
- Art directed the experience journey map for exhibition.
- Interviewed 40+ people from target demo and conducted qualitative data analysis with ethnographic approach.

### **HongKongX Tech Startup Platform, Lead Designer**

May–Dec 2017 | Hong Kong

- Redesigned the HKX website workflow and UI.
- Directed the visual design for 5 local tech startup events received by 100+ audience and government officials.
- Mentored 5 talented junior designers.

### **McCann Health, Creative Design Intern**

Jun–Aug 2017 | Beijing, China

- Art directed and created a TVC storyboard and established the brand identity for JD.com online furnishing festival.
- Created UI of new digital ads for Bayer Health.

## EDUCATION

### **Carnegie Mellon University**

#### **Entertainment Technology Center**

May 2020 | Pittsburgh, PA

Master of Entertainment Technology (MET)

### **The University of Edinburgh, College of Art**

2016 | Edinburgh, UK

Visiting Student in Graphic Design

### **Hong Kong Polytechnic University School of Design**

Jun 2018 | Hong Kong

B.A. in Communication Design

## SKILLS

Illustration • Iterative Design • Storyboarding • User Research • Heuristic Evaluation • Usability Testing • Film Production • Storytelling • 3D Modelling • 3D Printing

## TOOLS

Sketch • Adobe CC • Adobe XD • Principle • FramerX • InVision • Axure • HTML • CSS • JavaScript • Processing • Maya • Unity3D

## AWARDS & ACTIVITIES

Finalist, HKDA Global Design Award, 2016  
2nd Runner-up, PolyHack 2017  
Media Volunteer, IXDC Beijing, 2017  
Graphic Designer, UNICEF Hong Kong  
Promotional Officer, PolyU English Drama Club