anna zhang
Product Designer

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experience

Earthly │ UX designer Intern

United Kingdom │ May 2023 - Present

- Redesigned company's marketplace in Figma and deployed it in Storyblok with HTML/CSS
- Tracked user flows and analyzed user behavior data on Hotspot
- Created user persona, user journey map, user flow and app skeleton for multiple web pages
- Interviewed end-users to identify gaps in the customer experience, then redesigned the product to close those gaps
- Negotiated with stakeholders and engineering team for the best user experience design

Brown University Sheridan Center │ Digital Assistant

Providence │ Sep 2022 - Present

- Design user interactions and design system for courses web page with Brown's Digital Learning & Design team
- Perform user research to identify and proactively address usability issues, delivering user-centric design solutions
- Collaborate with instructors to create engaging learning experience with Canvas, Gradescope, and Ed

Brown University CS Department │ Head TA

Providence │ Feb 2023 - May 2023

- Designed and developed course website with Figma and Javascript where students can download homework and lab assignments, view course calendar, access syllabus, and receive weekly updates from course instructors
- Managed 200 weekly student assignments by delegating grading to course assistants, evaluating submissions and providing feedback, and assuming accountability for the timely release of results

project

Toko English Learning App │ UX designer

Fall 2022

- Collaborated with a cross-functional team to redesigned an English learning app for a startup to boost app popularity
- Conducted user research and constructed a user journey map to identify pain points and potential optimization points
- Refined the signup experience and recommendation algorithm of the app via multiple iterations based on user feedback

education

Brown University

Providence, RI │ Sep 2022 - May 2024

ScM, Computer Science - Human Computer Interaction
GPA 4.0/4.0

Boston University

Boston, MA │ Sep 2018 - May 2022

BA, Computer Science, minor in Visual Arts, Cum Laude
Kilachand Honors College
GPA 3.8/4.0

skills

Design	**Research**
Wireframes	User interviews
Prototyping	Usability testing
User Flows	Competitive analysis
A/B Testing	Affinity mapping
Style guide	Systems thinking

tools

Design	**Code**
Figma	Python
Balsamiq	Javascript
Canva	HTML/CSS
Adobe Suite	React
Miro	SQL
Google Analytics	XML

language

English, Mandarin, Korean, Cantonese