

Audrey Zheng

Experience & Visual Designer

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education

Carnegie Mellon University

Pittsburgh, PA | 2015–2020

BDes Communication Design

Minor in HCI and Digital Media

skills

design

UI UX Design

Graphic Design

Motion Graphics

Brand & Identity Design

Data Visualization

3D Modelling

Rapid Prototyping

Character Design

research

Competitive Analysis

Usability Testing

Journey Mapping

Affinity Diagram

Personas

Interviews/Survey

Storyboarding

tools

Adobe CC

Sketch + Invision

Git/Github

Unity

Flinto

Axure RP

Figma

SolidWorks

Maya

code

Python, C, C#

HTML/CSS/JS, p5.js

language

Fluent in English and Mandarin

experience

Contract Product Designer – Showcase

Remote | July – August 2020

Redesigned the mobile experience to align with web. Researched and identified new core features to implement. Developed a library of reusable design components.

UI UX Intern – Zynga

San Francisco, CA | Summer 2019

Prototyped an in-app mini game with new visuals and gameplay. Created an announcement system and re-worked user flows for *Words With Friends 2*.

Creative Intern – Infoblox

Santa Clara, CA | Summer 2018

Put together a series of marketing projects, including the structure and aesthetic of a trade show conference booth and multiscreen motion graphics.

UI Engineer Intern – Aurora Solar

Palo Alto, CA | Summer 2017

Increased mobile traffic by 40 percent with new design and implementation of the help center website for Aurora, a startup for solar software. Boosted mobile conversion rate by 35 percent with new mobile UX for main company page.

Freelance Graphic Design/Illustrator

San Jose, CA | 2014–Present

Created 19 custom commissions ranging from design of fiction book cover illustrations, business cards, characters, portraits, and logos.

projects

Game Development

2018–Present

Designing the concept, character, environment, and story design of a 2D platformer using Illustrator, Maya, and Unity.

Is Our Heart in the Work?

2018–Present

Building a question-and-answer site where CMU-related questions are asked, answered, and moderated by students.

CaPS Redesign Project

2016

Designed a two-part plan to increase the awareness and accessibility of CMU's Counseling and Psychological Services, or CaPS.

activities

Awareness of Roots in Chinese Culture | Graphic Designer

Dancer's Symposium | Dancer

One Night in Beijing | Board Member, Actor, Dancer