

# Audrey Zheng

User Experience & Visual Designer

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## education

### Carnegie Mellon University

Pittsburgh, PA | 2015–2020  
BDes Communication Design  
Minor in Digital Media

## skills

### design

UI UX Design  
Interactive Design  
Web Design  
Information Architecture  
Graphic Design  
Content Management  
Motion Graphics  
Brand Expression  
Data Visualization  
Typography  
Strategic Direction  
Visual Design  
User Research  
Design Thinking  
Product Strategy

### research

Competitive Analysis  
Card Sorting  
Usability Testing  
Journey Mapping  
Affinity Diagram  
Personas  
Interviews/Survey  
Storyboarding

### tools

Adobe Creative Suite  
Flinto  
Axure RP  
Invision  
Figma + Sketch

### code

Python, C, C#,  
HTML/CSS/JS, p5.js

## experience

### Product Designer – Alloy Automation

Remote | January 2021 – Present  
Designed wireframes for Alloy's workflow editor, recipe experience, and app partner portal. Attracted 300+ new users by creating SEO-friendly landing pages. Initiated projects across entire product lifecycle and shipped product feature launches.

### Product Design Intern – Pride Places

Remote | October–December 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 | May–August 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. Revamped game user interface for better consistency.

### Creative Intern – Infoblox

Santa Clara, CA | May–August 2018  
Put together a series of marketing projects, including the structure and aesthetic of a trade show conference booth and multiscreen motion graphics. Branded presentation slides to support sales team.

### UI Engineer Intern – Aurora Solar

Palo Alto, CA | May–August 2017  
Increased mobile traffic by 40 percent with new prototype 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.

## projects

### Game Development

2020–Present  
Prototyping the concept, character, environment, and story design of a 2D platformer using Illustrator, Maya, and Unity.

### iOS App Development

2019–Present  
Building a healthcare app for patients diagnosed with chronic digestive disorders including Crohn's and Colitis. App includes doctor-patient communication tools and symptom diary.

## activities

**Awareness of Roots in Chinese Culture** | Graphic Designer  
**Dancer's Symposium** | Dancer