# Zihan Zhang

Zihanzhang627@gmail.com | 470.547.6569 | zihanzhang.framer.website | Linkedin

*Product Designer with 5+ years of expertise, specializing in AI-driven, data-informed UX strategies and interactive media.*

## PROFESSIONAL EXPERIENCE

**Tencent** — **Shenzhen,Guangdong,China**
Product Design Intern — *May 2025–Present*

- Optimized **large-scale AI search queries** for **QQ Browser** by restructuring query intent categories, improving content hierarchy and interaction flow to enhance readability and user experience.
- Designed a **healthcare-focused AI Agent** for interpreting medical check-up reports; included user journey mapping, conversational flows, and visual presentation of insights to improve accessibility for non-expert users.
- Delivered in-depth competitive analysis of **AI browsers and AI Agents**, identifying innovation opportunities

**Verizon Connect** — **Atlanta, GA**
UX Designer (Industry Sponsored Project) — *Aug 2024–Dec 2024*

- Led the UX design phase in a four-person team; collaborated with Verizon Connect to develop a **B2B self-coaching app for truck drivers to improve driver sentiment on trucking technology.**
- Conducted **12 user interviews, 3 surveys, product audits, and competitive analysis** to align user needs with Verizon's business objectives. Translated user pain points into design solutions that improved data transparency and navigability.
- Designed and iterated mid and high-fidelity mobile wireframes, refining features based on **heuristic evaluations and usability testing with 12 users.**
- Presented research findings and final designs to **Verizon's UX teams**, incorporating actionable feedback for further refinement.

**Sephora** — **Shanghai, China**
UX Design Intern — *Mar 2024–July 2024*

- Led UX design for Sephora's **AI-powered Skincare Analysis Tool** (CARE) migrating offline skin analysis services to a seamless and interactive digital experience.
- Increased **Daily Active Users (DAU) by 5.72%**, enhancing engagement with the skincare session through iterative design, A/B testing, and navigation optimization.
- Established a **design system with component library** for iPad and mobile platforms, ensuring consistency across UI components and streamlining future iterations.
- Developed an **iconography system** aligned with Sephora's branding, improving navigation and feature discoverability, leading to a **3.91% increase in CTR.**

**OUTPUT** — **Shanghai, China**
Experience Design Intern — *Oct 2023–Jan 2024*

- Developed interactive museum experience prototypes through user research and iterative design and **utilized storyboarding, stakeholder mapping, and service blueprinting**, leading to enhanced educational impact and visitor engagement
- Conducted comprehensive usability studies and heuristic evaluations to optimize exhibit flow, ensuring alignment with the museum's educational goals
- Delivered three formal presentations to museum stakeholders, effectively communicating design strategies and securing approval for implementation

## EDUCATION

**Georgia Institute of Technology** — **Atlanta, GA**
MS Human Computer Interaction — *Aug 2024 - Expected May 2026*

**Royal College of Art** — **London, UK**
MA City Design — *Sep 2022- Aug 2023*

**University of Liverpool** — **Liverpool, UK**
BA Architecture — *Sep 2018- July 2022*
Certified for RIBA Part1 Architects Journal Student Prize Part 1 Sikorski Memorial Prize

## SKILLS

**Skills**: Graphic Design, Design Systems, Service Design, Wireframing, Prototyping, Motion Design, User Testing, Storyboarding, Market Research, User Research, Data Visualization Game Design, VR/XR Development, 3D Modeling, Ergonomic Design, Speculative Design, Architectural Design, Project Management, Python
**Tools:** Figma, Adobe Creative Suite Unreal Engine 5, Cinema 4D, Rhino, TouchDesigner, Blender, Arduino, HTML/CSS, After Effects