

MENG ZHANG (MISS.)

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2 Anndale Drive, North York, ON, CA

KEY COMPETENCIES

Articulating design concepts clearly	Report writing and presenting	Strong interpersonal skills
Taking initiative in design innovation	Critical thinking skills	Proactive and self-motivated
analytics for design strategies	Excellent communication skills	Exceptional organisational skills

PROFESSIONAL EXPERIENCE

UI / UX Designer

Sep 2022– Dec 2023

Full-time Remote at Beijing Jinyiteng Technology Co. Ltd.

Spearheaded the UI/UX-driven rebranding initiative for Beijing Jinyiteng Technology Co. Ltd., enhancing the user interface and experience across multiple branding touchpoints. This strategic redesign propelled a 30% uptick in user engagement with the brand.

- Conceptualized a cohesive visual language that included a refreshed logo, intuitive typography, a harmonious color palette, and a user-centric graphic style.
- Post-launch metrics indicated a significant 30% rise in user interaction attributable to the updated UI/UX design elements.
- Maintained a consultative approach with clients during the design process, incorporating feedback iteratively to refine and optimize the user experience.
- Engineered various user-focused marketing materials, including brochures, business cards, and banners, leading to a measurable 20% increase in client sales conversions.

UI Designer

Jan 2022 – Jun 2022

Part-time at Inroble International Inc.

WEMI - Automotive maintenance back-office management system

- Played a critical role in the website project and the Real Time Dashboard on the Core Optimize team.
- Collaborated closely with developers to design and develop a rapid prototype for both projects.

UI Designer

Jun 2021 – Aug 2021

Part-time at Carpollo

Rebranding B2C inter-provincial moving reservation mobile app (in beta)

- Independently completed the rebranding of the mobile app, from the logo to the mobile app layout.
- Collaborated with all team developers to solve interaction, visual and technical problems.
- Apply a human-centered design methodology approach and best practices to ensure that client needs, and business goals are met and on-brand.

EDUCATION

Seneca College

Majors: Master's Degree in Global Hospitality
Sustainable Leadership
Jan 2022- May 2023

NABA (Nuova Accademia di Belle Arti)

Master's Degree in Communication Design
Sept 2017 - Feb 2020

Jingdezhen Ceramic university

Bachelor's Degree in Interior Designs
Sept 2012 - Jun 2016

TECHNICAL SKILLS & CERTIFICATIONS

Basics

Prototyping, wireframing, user flows, mockups

Software

Figma, Sketch, Photoshop, Illustrator, InDesign, Premiere, After Effects, CAD, Autodesk Maya

Skills

Collaboration, Communication and presentation, Prioritization, and time management

Google Foundations of User Experience Dec 2021

Meta Principles of UX/UI Design Dec 2023