

# Frank(Feiran) Zhang

## UI/UX Designer

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### EXPERIENCE

#### DMSolving Corporation / Sr. UX/UI Designer

January 2024 – PRESENT

##### NoQclinic

- Led ideation, strategy, and execution for NoQClinic's digital services, managing a 6-person team to develop and present design concepts.
- Developed user-centric interaction strategies, wireframes, and prototypes, streamlining interactions and improving efficiency by 18.2% while enhancing overall user experience.
- Spearheaded communication with the UX Director, Program Manager, and Developers, ensuring successful project completion and high-quality digital product development.

##### King Heights Academy

- Led the UI/UX design of King Heights Academy's website, creating a clean and accessible interface that increased user clicks by 27.8%.
- Focused on user-centered design, conducting research to ensure the website met the needs of parents and students, with responsive design for consistent performance across devices.

##### Plush Up

- Designed the Plush Up website, creating the game and a daily sign-in rewards feature to boost user retention. The design contributed to an increase of 500+ game downloads.
- Created visual assets for social media, strengthening brand visibility and driving user acquisition through cohesive and consistent messaging.

#### DMSolving Corporation / UX/UI Designer

June 2023 – December 2023

##### Claclaws

- Developed and presented design concepts, mockups, specifications, and brand identity for Claclaws, ensuring design consistency.
- Collaborated with the UX Director and Program Manager to successfully complete the project, implementing UX solutions that enhanced user engagement.

#### Tencent / UX/UI Designer Co-op

May 2021 – December 2021

##### Tencent Cloud

- Contributed to interface design and visual strategy for a cloud service website, collaborating with teams to optimize page effects, achieving 25% faster load time and 15% higher user engagement.
- Created icons and banners, participated in design discussions, and prepared visual specs for development handoff, helping the team save an average of 20 minutes per day on task completion.

##### Joox

- Assisted in developing the art style, interaction design, and interface for a major mobile music product, contributing to icons, logos, and buttons. Supported theme-based activities, app updates, and optimizations.

### EDUCATION

#### OCAD University

2019 – 2023

Bachelor of Design (Honours) With Distinction

Major: Graphic Design

Minor: Illustration

#### Skillshop

2023 – 2024

Google Ads Certifications

### DESIGN SKILLS

- User Experience Design
- Interaction Design
- User Interface Design
- Visual Design
- Prototyping
- Usability Research
- Empathy Maps
- Affinity Diagrams
- Wireframing
- User Testing
- Web Design

### SOFT SKILLS

- Client Consultation
- Requirements Gathering
- Presentation
- Project Management
- Cross-team Collaboration
- Business Insights
- Marketing Research
- Social Media Marketing

### TOOLS

- Figma
- Sketch
- Photoshop
- Adobe Illustrator
- Blender
- After Effect
- Premiere Pro
- Indesign
- Acrobat