Ming Zhang

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Experience

UI/UX Designer / Web Developer | Freelance | June 2021 - Present
- Delivered UI/UX, graphic design, and web development services to various businesses and startups.
- Collaborated closely with clients and project managers to understand their requirements and objectives, ensuring the successful delivery of projects on time and within budget.

Designer | Razorfish | February 2019 - March 2023
- Designed a variety of deliverables for our Samsung client, including low-fidelity wireframes, pixel-perfect UI components, high-fidelity web page layout mockups, interactive prototypes, email layouts, digital banner ads, social media assets, pitch decks, storyboards, and mood boards for Samsung's responsive website.
- Maintained and designed Samsung's scalable design system and CMS component library, optimizing seamless developer handoff while conducting competitive research analysis to inform design decisions.
- Contributed to brainstorming, design, and pitch phases for Samsung Galaxy Ecosystem website marketing campaigns, resulting in successful client stakeholder approval and implementation.
- Directed rapid prototyping processes and supervised user A/B testing initiatives, refining and iterating on Samsung webpages to enhance user experience and performance.
- Collaborated closely with developers to review QA staging sessions, ensuring seamless execution of designs and promptly reporting any necessary improvements to the engineering team.
- Sourced and retouched high-quality image and video assets that perfectly aligned with Samsung's brand identity, facilitating smooth integration across various marketing and social media platforms.

Product Designer Intern | Viacom | September 2016 - January 2017
- Conducted thorough competitive research analysis to effectively guide the consolidation of MTV news and video apps into a single mobile Android app, branded as "MTV NextGen".
- Updated UI components and the brand style guide for MTV's Xbox One dashboard app.
- Utilized Google's Material Design to create user flow diagrams and animated prototypes for MTV NextGen.
- Researched and consolidated user feedback for all current Viacom iOS apps using Apptentive software.

Art Director Intern | DDB Health New York | September 2014 - August 2015
- Collaborated with Art Directors and Associate Creative Directors to develop mood boards and pitch decks for pharmaceutical clients, such as Exelon Patch and Paragard.
- Provided support to copywriters by meticulously evaluating and refining copy decks to ensure perfect alignment with the content displayed on the client's app or website.
- Performed quality assurance checks on client web pages and mobile apps prior to launch, guaranteeing optimal functionality and user experience.
- Carried out in-depth client market trend data research and executed comprehensive competitive analysis.

Skills

Design:
Figma, Sketch, Adobe XD, Framer, Canva, Adobe Photoshop, Adobe Illustrator, After Effects, Premiere Pro, InDesign, Lightroom, Flinto, Principle, InVision, UXPin, ProtoPie, Proto.io, Midjourney

Web Development:
JavaScript, HTML5, CSS3, Sass, Squarespace, Webflow, VS Code, Ruby, Ruby on Rails, SQL, PostgreSQL, Express.js, Node.js, MongoDB, Amazon Web Services, RSpec, Chart.js, Git, Object-Oriented Programming

Other tools:
FigJam, Miro, Zeplin, Jira, Asana, Wireframing, Rapid Prototyping, Adobe Experience Manager, WordPress,

CMS, User Personas, Usability Testing, Web Content Accessibility Guidelines (WCAG 2.1), Digital Marketing, Storyboarding, Competitive Research, Affinity Diagramming, Powerpoint, Keynote, Google Suite, Chat GPT

Education

App Academy | August 2023 - January 2024

Immersive software engineering course with a focus on full-stack web development.

New York City College of Technology | September 2014 - December 2018

Bachelor of Technology in Communication Design