



Zhaoyu Zhang

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Experience

Rooms To Go

UX Designer, Atlanta, GA. 2023 — Present

Led end-to-end redesigns of major customer-facing experiences, including the Store page, Inspiration page, below-the-fold content modules, product detail right rail, product filters, and the Bunk Bed Collection page.

Rebuilt the company-wide design system to improve visual consistency, component scalability, and cross-team efficiency.

Designed the AI Generator feature within the Ideas & Favorites section of the app, integrating AI-assisted workflows into the customer experience.

Conducted user research initiatives—including moderated testing, survey creation, and card-sorting exercises—for the Rugs and Décor experience; presented insights and recommendations to the Dropship team and leadership.

Delivered a full redesign of the Product Listing Page (PLP), introducing new features such as Quick View, Hide/Show Filters, enhanced sorting, and improved visual hierarchy to increase engagement and conversion.

Integrated user testing and AI-powered tools throughout the design process to accelerate iteration and validate design decisions.

Sagepath Reply

Jr. Product Designer, Atlanta, GA. 2021 — 2022

Supported a diverse portfolio of clients such as Krispy Kreme, SouthState Bank, Doosan, Oppenheimer, Sazerac, and Microsoft. Led UX and UI initiatives including wireframing, web page enhancements, A/B testing, full-scale redesigns of websites, dashboards, and apps, email design, custom icon creation, and delivery of polished final concepts that aligned with brand and business goals.

BlueSky Agency

Jr. Designer, Atlanta, GA. 2021

Collaborated closely with the Senior Designer and Creative Director to learn the B2B design workflow and coordinate effectively with the account team, while taking primary responsibility for producing social media banners, billboards, posters, and a range of print and web design materials supporting campaign and brand objectives.

Toolbox No.9

UI Designer, Atlanta, GA. 2020 — 2021

Primarily responsible for interface and illustration design across multiple companies, producing websites, email designs, and social media assets that align with brand and project objectives.

Education

Savannah College of Art and Design

Atlanta, Georgia.
Master of Arts, Graphic Dsgn / Visual Experience
2018 — 2020

Purdue University

West Lafayette, Indiana.
Bachelor of Fine Arts, Visual Communications
Design / Graphic Design
2011 — 2016

Awards

Westwood Exhibition 2015

Purdue University, West Lafayette, Indiana.
Photograph — The Wild is Calling
2015

The Art & Design Undergraduate Exhibition

Purdue University, West Lafayette, Indiana.
Book — Two Points One Destination [with top 1
scholarship]
2015

Software

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe XD
ChatGpt
Deepseek
Dreamweaver
Figma
Microsoft Office
Miro
Jira
Sketch
Visual Studio Code
Wix
Procreate

Skills

Banner Design
Book Design
Branding Design
Brochure Design
Design Thinking
Email Design
Icon Design
Infographic Design
GIFs
Poster Design
Typography
Team Work
UX / UI Design
User Testing

AI Tools

Adobe Firefly
ChatGPT
Copilot
Claude
Figma Make
Jasper
Stitch
Uizard

Languages

Chinese
English

Affiliations

AIGA
Student Member
2019 — Present