



Zhaoyu Zhang

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Experience

Rooms To Go

UX Designer, Atlanta, GA.
As a UX designer, I led the redesign of several key website pages, including the store page, inspiration page, below-the-fold sections, product detail right rail, product filters, and the bunk bed collection page. I also rebuilt the company's design system to ensure consistency and scalability. To enhance efficiency, I incorporated user testing and AI-assisted tools throughout the design process. Additionally, I was responsible for designing the AI Generator feature within the Ideas and Favorites section of the app.
2023 — Present

Sagepath Reply

Jr. Product Designer, Atlanta, GA.
I have worked on projects for multiple clients, including Krispy Kreme, SouthState Bank, Doosan, Oppenheimer, Sazerac, and Microsoft. My responsibilities included creating wireframes, updating web pages, conducting A/B testing, redesigning websites, dashboards, and apps, designing emails, developing custom icons, and delivering final concept designs.
2021 — 2022

BlueSky Agency

Jr. Designer, Atlanta, GA.
I worked closely with the Senior Designer and Creative Director to learn the B2B workflow and how to collaborate effectively with the account team. In terms of design, I was primarily responsible for creating social media banners, billboards, posters, as well as print and web design materials.
2021

Toolbox No.9

UI Designer, Atlanta, GA.
I am primarily responsible for interface and illustration design for various companies, including work on websites, emails, and social media platforms.
2020 — 2021

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
Workamajig
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

Languages

Chinese
English

Affiliations

AIGA
Student Member
2019 — Present