

Toni Zhang

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Education

Washington University in St. Louis

08/2013 - 12/2016

MA. Architecture

MA. Construction Management

Peking University. Beijing, China

09/2009 - 07/2013

BA. Management

University of Minnesota

(Authorized by Coursera) 04/2018 - 10/2018

Certificate of User Interface Design
Specialization

Courses:

Introduction to UI Design

User Research and Design

Prototyping and Design

Evaluating User Interfaces

Skills

Graphic Design

Figma, Sketch, Adobe XD, Photoshop,

Illustrator, InDesign, Zeplin, InVision,

Principle, Flinto, Webflow, Painting,

Freehand sketch

UI/UX Method

Usability testing, Persona and Scenario,

Interface Design and Prototyping, Heuristic

Evaluation, Cognitive Walkthrough, User

Research, Ideation

Programming

Javascript, HTML/CSS, Bootstrap, Node.js,

React.js, Java, Data structure, Algorithms

Architecture & Construction

Revit, AutoCAD, SketchUp, V-ray, Rhino &

Grasshopper, NavisWorks, Primavera P6

Experience

Packy (Stealth startup). San Jose 04/2019-12/2020

Lead Product Designer

Packy is an online shopping managing mobile app. It tracks shipping, gives timely notice, and provides recommendations based on shopping history.

- Work with multiple teams and design user interface, experience, and features for mobile apps and web apps.
- Lead the design process, create personas, visualizations, storyboards, task flows, wireframes, high-fidelity prototypes, and conduct user testing.
- Collaborate closely with engineers in all stages and deliver mocks ready for implementation.

Firelight Web App & Landing Page 12/2019-Present

Product Designer

Firelight is an uprising influencer marketing and campaign management platform.

- Lead the design process, create wireframes and high-resolution prototypes.
- Design and develop the landing page using HTML/CSS and Bootstrap.

Spots Website 06/2018-08/2019

Product Designer & UI/UX

Spots is a travel experience sharing app focusing on sharing a complete route based on an interactive map.

- Design the framework, interface and user experience of the website, set up design standard and library.
- Design the posting feature and the interactive map feature, render animated prototype.

Kenneth Rodrigues & Partners, Inc. Mountain View

04/2017-04/2019

Architectural Designer

- Work on multiple tasks including concept design and development, planning analysis, and documentation.
- Collaborate with other designers and cooperate across project teams, assign duties and schedules.
- Coordinate with external engineers, consultants, and government representatives. Prepare and deliver public presentations to clients, city departments, and communities on daily basis.