Zhijun Zeng

UI/UX Designer

CONTACT INFORMATION

- 925-428-9001
- selinazzeng@gmail.com
- www.linkedin.com/in/zhijunzeng
- Woodland, CA, United States

SKILLS

Design
Drawing
Prototyping
Wireframing
Usability Testing
Responsive Design
Conceptual Modeling

SoftWare
Wix
Rhino
Figma
CSS/HTML
Vectorworks
Adobe XD
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

EDUCATION

University of California, Davis
GPA 3.91 / 4.0
Sep. 2023 - Jun. 2025 (expected)
Bachelors of Art in Design

EXPERIENCE

Icarus Development
Oct 2024 - May 2025
User Interface Designer

- Lead user interface designer and designed a new user interface for social media and gaming app.
- Collaborate with developers to maintain design consistency and enhance design guidelines.
- Prototyping and generating UI designs, presenting wireframes to developers for feedback on potential issues.

PROJECTS

Expedia Traveling Mobile App Redesign

- Conducted usability tests to refine features such as the booking process, filters, personalized recommendations, and checkout page.
- Enhanced the app's visual hierarchy by incorporating design elements that align with the brand's identity.
- Incorporated interactive elements such as sliders and carousels that makes browsing and selecting options more engaging.

Samsung Galaxy Watch Website Redesign

- Designed and developed an interactive landing page highlighting product features, pricing, and purchase options to enhance user engagement.
- Improved readability by using clear language, large fonts, and appropriate background color contrast.

Gaming Gear and Accessories E-Commerce Website

- Identified user pain points through interviews and conducted usability tests, creating wireframes and interactive prototypes using Figma.
- Incorporated responsive design to ensure the UI is fully functional and visually appealing across all platforms and devices.

Milk-tea Ordering Website

- Developed features such as online ordering, delivery options, search bar, shopping cart, and product categories.