

Yingzi Zhuang

UX Designer

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Professional Experience

Freelance Designer

Upwork | 01/2025 – Present

- Delivered custom UI/UX and graphic design solutions for agencies and businesses, improving digital presence and user engagement.
- Independently designed and launched websites, enhancing functionality and branding.
- Effectively communicated with clients to align design strategies with business goals.

UX Designer Intern

QuickSite Guru | 01/2025 - Present

- Designed high-fidelity prototypes and user flows in Figma, enhancing usability and interface consistency.
- Led redesign of the web section editor, improving user experience in website creation.
- Conducted UX reviews to optimize interaction efficiency and user journeys.
- Contributed to Agile sprints, ensuring timely delivery of design assets.

Web Developer Intern

Mastery Institute Australia | 07/2024 – 11/2024

- Built and maintained company website using CMS, improving content management efficiency.
- Integrated an online payment solution, streamlining sales and inventory operations.
- Designed marketing materials and supported digital campaigns, boosting engagement.
- Automated financial reconciliation with spreadsheets, reducing manual effort and errors.

Project

Dance Community Platform

Designed for Pixel Technology | 2025

Designed a multi-role SaaS platform for the line dance community with user research-driven workflows. Built high-fidelity Figma prototypes and a scalable design system across desktop and mobile. Key features include event booking, subscriptions, QR check-in, and admin tools.

AI Website Builder

Designed for QuickSite Guru | 2025

Designed a web section editor from the ground up for an AI-powered website builder. Conducted user research and defined user flows to simplify the traditionally complex editing experience. Created Figma prototypes that integrated AI assistance to help users generate and customize web content quickly and intuitively.

Education

2021 - 2023

University of Queensland

Master of Interaction Design

2017 - 2021

University of Science & Technology Beijing

Bachelor of Industrial Design

Certificates

- IIBA Agile Methodologies and Project Management
- Google UX Design Certificate
- Google Data Analytics Professional Certificate
- Udemy Complete Web Development Bootcamp

Skills

- UI/UX Design
- Usability Testing
- Project Management
- Web Development
- Data Analysis
- Continuous Learning
- Communication
- Collaboration

Tools

- **Design:** Figma, InVision, Adobe Creative Suite (XD, PS, AI, ID, Pr), Canva
- **Collaboration:** Miro, Jira,
- **Web Development:** HTML, CSS, Javascript, Typescript, React.js, Node.js, Flutter
- **Data Analytics:** Python, SQL, Tableau, PowerBI, Google sheet, Excel

Reference

Available Upon Request