

FREJA ZHANG

UX Designer | www.frejazhang.design | 470.661.8547 | zhangfan5603@gmail.com

Work Experience

Tesla UX Design Intern

MAY 2023 - DEC 2023 Internet of Things | Mobile

Tesla Pros | Enterprise app

- Led the transition of Wall Connector setup experience from web to mobile, achieving 300 daily connections.
- Boosted device connection success by 30% and cut setup time by 70%.
- Navigated limited resources to collaborate with project managers and worked closely with various teams to efficiently deliver key features.

Tesla | Customer app

- Increased product purchases by delivering a demo feature in the app.
- Enhanced user confidence for Powerwall in extreme scenarios by enabling local monitoring during internet outages.
- Enhanced the app experience to support the Universal Wall Connector.

Apphatchery UX Designer

MAY 2022 - MAY 2023 Healthcare | Mobile

Type U | Customer app

- Led the end-to-end design process of an app that helps diabetes kids' families get better diabetes management, reaching a 95% satisfaction rate.
- Created an insulin calculator feature that enhanced dosing accuracy, increasing success rate from 78% to 98%.

PulseOX | Internal app

- Re-designed the tool by applying heuristic principles to maximize usability. Increased 27% MAU, and 48% monthly visits after launching.

Meituan Interaction Design Intern

MAY 2021 - AUG 2021 Mobile & Web | Retail

Da Xiang | Enterprise Platform

- Delivered 6 new features that reduced schedule creation time and enhanced design consistency across mobile and web platforms.
- Analyzed the user activity data to identify user needs and inform rational design decisions.

Kylin Software UX Designer

JUL 2020 - FEB 2021 Operating System | App Store

Kylin App Store | Digital Distribution Platform

- Crafted a product requirements document informed by market research and aligned with product goals.
- Created high and low-fidelity designs for diverse development phases.
- Designed screenshots and banners for the app's showcase in the app store.

Education

Georgia Institute of Technology

SEP 2021 - DEC 2023

Master of Digital Media, HCI Focus

Beijing University of Technology

SEP 2015 - JUN 2020

Bachelor of Architecture

Computer Science Certificate

Skills

Design

UX Design, Interaction Design, Visual Design, Prototyping, Data Visualization, 3D Modeling, Motion Design

Research Methods

User Interview, Workshop, Affinity Diagramming, Personas, User Journey Map, User Testing, Observation, Survey

Tools

UX/UI

Figma, Webflow, Photoshop, Illustrator, InDesign, Balsamiq

3D Modeling

Unity, Cinema4D, CAD, Rhino, Sketchup

Programming

HTML/CSS, JavaScript

Animation/ Video Editing

After Effects, Premiere Pro