Kefei Zhang
UX/UI Designer

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WORK EXPERIENCE

UX/UI Designer | Koolhaus Games

JUL 2022 - PRESENT, VANCOUVER, BC

- Collaborating in an Agile environment with the art director and game designers to define existing and new features of the games.
- Creating wireframes and prototypes for artists and engineers to better understand intended user/design flows.
- Researching opportunities games can take to improve players' experience based on usability testing session feedback.

Digital Designer | Poly Culture North America

MAY 2020 - AUG 2021, RICHMOND, BC

- Utilized Adobe Suite to design marketing content for print and digital channels.
- Redesigned the corporate website from the ground up to optimize the user experience. Created high-fidelity wireframes and visual elements using Adobe Creative Suite.
- Proposed and implemented a new information architecture with an emphasis on simplifying the workflow of requesting auction estimates.

Digital Design Intern | Poly Culture North America

OCT 2019 - MAY 2020, RICHMOND, BC

- Maintained a WordPress website that serves as the primary online marketing channel for business, ensuring optimal functionality and user experience.

DESIGN PROJECTS

UX Designer | Mario Kart Tour - Game Usability Evaluation

MAY 2022, PASSION PROJECT

- Conducted a usability evaluation for Mario Kart Tour IOS Mobile Game utilizing Jakob Nielsen's ten heuristics for user-interface design.

UX Designer | ImmiGreet - Support for new Immigrants

JAN - APR 2022, CAPSTONE PROJECT

- Designed a mobile app that helps Canadian Immigrants secure meaningful employment. Worked on the entire end-to-end design process, from user research to the high-fidelity interactive prototype. Created a style guide and conducted usability testing.

PROFILE

Passionate and empathetic UX designer with two years of experience. Proven ability to execute innovative digital design solutions while incorporating feedback, working collaboratively with cross-functional teams to meet tight deadlines in a fast-paced work environment.

TOOLS

Figma, Adobe XD, Photoshop, Illustrator, Webflow, WordPress, Invision, Final Cut Pro.

SKILLS

Design Thinking, User Research, Interaction Design, Visual Design, Human-centered Design, User Flows, Prototyping, Wireframing, Usability Testing.

EDUCATION

User Experience Design Diploma

BrainStation

JAN 2022 - APR 2022

Master of Education in Adult Learning

The University of British Columbia

SEP 2018 — MAY 2020

Bachelor of Film Production

The Central Academy of Drama

SEP 2014 — MAY 2018