

WEIDE ZHANG

UIUX | Creative Technology | Immersive Design

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EDUCATION

Bachelor of Science – BS, Interaction Design

ArtCenter College of Design, Pasadena CA (2018 – 2023)

- Honors: ArtCenter’s Provost’s List (GPA: 3.8+)

WORK EXPERIENCE

Virtual Experience Design Intern

Futronics (NA) Corporation, Pasadena CA (Oct 2023 – Dec 2023)

- Crafted a simulation environment for robot fleet control using Unity, enhancing user experience.
- Developed a digital twin of a hospital environment to support sales demonstrations to potential clients.
- Collaborated with engineers to integrate real-world medical robot movements into a virtual space, leveraging Unity.
- Designed and implemented VR-ready experiences, enabling users to interact with medical robots in a virtual setting.

Immersion Lab Resident

ArtCenter College of Design, Pasadena, CA (Sep 2023 – Dec 2023)

- Collaborated with students in the lab to develop mixed reality prototypes, fostering a creative and innovative environment.
- Conducted workshops and presentations on creative technology, demonstrating expertise in the field.
- Created MR and AR experiences for the graduation showcase, highlighting cutting-edge technological integration.

Interaction Design Intern

Chinge Design Studio, Shanghai, China (Feb 2020 – Dec 2020)

- Conducted in-depth research and iterative design for HSBC’s mobile banking application.
- Presented design solutions to HSBC stakeholders, showcasing effective communication skills.
- Developed user experience strategies and sub-flows for McDonald’s ordering system.
- Crafted the flow and interface for an interactive exhibition experience for PingAn Bank.

Teaching Assistant

ArtCenter College of Design, Pasadena CA (May 2019 – Dec 2023)

“Everyday Immersion: Intro to Making in Mixed Reality”

- Organized and led workshops focused on Unity and physical computing.
- Played a key role in introducing students to mixed reality concepts and applications.
- Aided in the creation of immersive projects, encouraging innovative thinking and technical skill development.

“Adv Interactive Prototyping”

- Supported instruction on physical computing using Circuit Python and ESP32-based microcontrollers.
- Contributed to the development of interactive prototypes, emphasizing practical application of theoretical concepts.
- Facilitated student engagement through hands-on activities and project-based learning.

“Immersion Technologies Lab”

- Assisted in teaching innovative tools and creative technology solutions.
- Collaborated in developing a curriculum that integrates emerging technologies for innovative solutions.
- Mentored students in the iterative design process, from ideation to prototype development.

“Way Things Work: Physical Computing”

- Guided students through Arduino programming and prototype production.
- Fostered a hands-on learning environment, enhancing students’ understanding of physical computing principles.

SKILLS

Design and presentation

Interaction Design, User Experience Design, User Interface Design, Human-Centered Design, Journey Maps, Storyboards, User Personas, Empathy Maps, Archetype Development, Wireframes, Mockups, Low – High Fidelity Prototypes, 3D Motion, 3D Modeling, Motion Graphics and Animation, Illustrations, Graphic Design, Articulation, Creative Solutions, Design Thinking, Process Thinking, Visual Design, Web Mobile, UX Design, UI Design, Communication, Collaborate, Methodologies, Presentations, Critique, HCI, Usability Testing

Technical Skills

Figma, Sketch, InVision, Adobe Creative Suite (Photoshop, After Effects, Illustrator, InDesign, Premiere, Xd, Substance 3D), Cinema4D Redshift/Octane, AR/ VR, HTML5, CSS3, JavaScript, Unity 3D, Python, C#