Rachel Qingzhu Zhang

Prefered name: Rachel Zhang   Legal name: Qingzhu Zhang

Portfolio: *www.rachelqzhang.com*

Education

University of California, Berkeley
Master of Design (MDes)   College of Engineering
08/2023 - Present
- Major in Design Human Computer Interaction Design with emerging technologies
- Recipient of MDes Distinguished Scholar Award 2023

Beijing University of Technology
Computer Science and Technology   Bachelor of Engineering
09/2018 - 06/2022
- Publication (Computer Vision Research): *Compound Label Learning for Affective Image Content Analysis*
  Conference: CICAI 2022, Publisher: Springer Nature Switzerland
  DOI: 10.1007/978-3-031-20497-5_31

Work Experience

Hyphenova Network
User Experience Designer (Part-time, Intern)
04/2024 - Present
- Participating in the design and development of mobile applications and websites, including VR, experiential, and digital media design from conceptualization to delivery.
- Engaging in collaborative ideation, creating wireframes and prototypes, and contributing to the creative and technical aspects of design.
- Involvement in strategy formulation and execution, focusing on user experience, user interaction, and product management.
- Conducting A/B testing and analyzing customer journeys to refine user experiences and interfaces.

SIA School of International Art
Software Instructor
05/2023 - 08/2023
- Instructed students in programming languages, front-end development and HCI software, including Processing, P5.js, Arduino, and AI training, focusing on interactive and practical learning experiences for art students.

Beijing Fifty Studio Visual Culture Creative Co.
3D Animation Designer, Modeler and Web Developer (Intern)
01/2021 - 04/2021
- Collaborated on VR projects and 3D animations; key projects included digital collection gift box production for Calvin Klein and promotional video production for Cervantes brand.

Skills

Programming:
C/C++, C#, Python, Java, Javascript, Flutter, React, HTML/CSS, Swift, P5.js, SQL, VR and AR SDKs

Software & Tools:
Visual Development:
- Unity3D, Blender, Unreal Engine, Maya, Grasshopper, Arduino, Processing, QT

Design Tools:
- Figma, Sketch, Adobe Suits

Music Tools:
- Logic Pro X, Max/MSP, Touch Designer

Design Skills:
Prototyping, Wireframing, User Experience Design, User Interface Design, Experimental Design, Interaction Design, Product Design, Visual Design, Music Production, User-Centered Design

Certificate

University of California, Berkeley
Graduate Certificate in New Media
- Interactive New Media Art, Virtual Reality(VR) and Augmented Reality (AR) for mental health and human well-being concentrating on BIPOC, LGBTQ+, Global South, ability diverse, and socioeconomically disadvantaged people.

Contact

+ 415 693 8160

rachel.qingzhuzhang@gmail.com

https://www.linkedin.com/in/rachel-qingzhu-zhang-416746294/