

I am a designer who pays attention to both the **big picture** and **subtle details**. I aim to make life more convenient across multiple digital platforms. By incorporating my various interests together, I analyze and solve problems through innovative and creative perspectives., mainly focusing on **Product, User, Logic, Visual, and Development**.

www.yifanz.me

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(+1) 920 840 4177

SKILLS:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro Lightroom etc.)
- HTML, CSS, JavaScript, SQL
- Microsoft Office
- Wireframing
- Rapid Prototyping
- Usability Test

LANGUAGES:

- English (professional)
- Mandarin (native)
- French (professional)
- Spanish (elementary)

COURSES:

- Web Client Programming
- Photography (film, digital)
- Painting, Drawing
- Avant-Documentary
- Calculus I II III
- Applied Combinatorics
- Abstract Algebra
- Real Analysis, Complex Analysis
- Linear Algebra

YIFAN ZHANG

UX Design Research | Visual Design | Photography | Production

EDUCATION & HONORS:

Lawrence University	2015-2019 (Expected)
Mathematics/Art/Design	Bachelor of Arts
Deans' List	2015-2018
Middlebury College (French)	2017

WORKING EXPERIENCES:

Advertising Illustrator, Photographer | Thermomix
Nov 2017-Jan 2018

- Communicated with the marketing team to design logos, posters, and articles' layout
- Photographed products and food for promotion
- Designed illustrations for promotion

Studio Art Assistant | Art and Art history department
June 2017-present

- Utilize Scanning machine and Photoshop to Repair, edit, and adjust photos for Prof. Shimon
- Develop film photos
- Paint and repair frames

Publicity Manager, Co-Founder | Cognitive Science Club
May 2017-present

- Design posters, PowerPoints for regular events
- Communicate with board members about the expectations of visual elements
- Promote club events on social media websites

Editorial Illustrator | *The Lawrentian* newspaper
May 2016-Mar 2017

- Developed illustrations to pair with articles
- Communicated with the editor and writer about the corresponding themes

Advanced Mathematics Tutor | Mathematics Department
Mar 2017-present

- Facilitate group and individual tutoring sessions with students at all academic levels.
- Help students develop metacognitive study skills.