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my portfolio website

## Contact



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## Education

### Master of Interaction Design and Electronic Arts (Illumination Design)

The University Of Sydney, Sydney  
2024 - 2025(Expected)

### Bachelor of Design Computing

The University Of Sydney, Sydney  
2021 - 2023

## Awards & Honors

- Second Place Of Warren Centre's Humanitarian Innovation (2022)
- The Laing O'Rourke's Best Presentation Prize

## Skills

- UI/UX
- Visual Design
- Wireframes
- Storyboards
- 3D Modelling
- Javascript/HTML/CSS
- Figma
- Adobe XD
- Adobe Illustrator
- Video editing

# SHUTE(SERENA) ZHANG

## DESIGN & PRODUCT & TECHNOLOGY

Passionate final-year student specializing in user experience, with a keen eye for detail and experience in designing user-centered solutions. A fast learner, skilled in creative problem-solving and user empathy, dedicated to crafting intuitive and engaging interfaces. Eager to apply knowledge and skills to create impactful product experiences.

## Experience

### UX Designer intern

Children's Cancer Institute, Sydney, NSW

JAN 2025 - APR 2025

- Designed and prototyped a Task Dashboard in Figma for ZERO Dash, a platform that won the 2023 Good Design Award - Best in Class, enhancing workflow efficiency for curation scientists.
- Created and iterated on UX/UI designs in Figma for the Insight landing page, Computational Biology Group website, and an admin system, ensuring intuitive and user-friendly experiences across platforms.
- Conducted competitor analysis to identify industry best practices, refine UX strategies, and enhance the usability of various projects.
- Collaborated with curation scientists, clinical experts, and engineers to gather insights, validate design decisions, and ensure seamless implementation of UX solutions.
- Worked closely with developers to bridge design and development, ensuring feasibility and consistency in implementing UX/UI designs.

### UX/UI Design intern

FundBase Group, Sydney, NSW

Nov 2023 - May 2024

- Conducted comprehensive competitor analysis during UX research for a B2B fintech startup, demonstrating analytical abilities and a quick understanding of market trends.
- Coordinated with the legal team and conducted meetings with the developer team to align on the logical workflow for financial service products.
- Responsible for multiple web projects' UI design based on wireframes, ensuring adherence to established design systems, conducting user testing, and iterating on feedback to deliver user-friendly interfaces.
- Collaborated closely with developers on various projects, executing basic front-end programming tasks and using **React** to create engaging visual designs and smooth user interaction animations.
- Independently completed the UI design for the company's official website(fundbasegroup.com), utilizing **Webflow** along with supplementary **CSS** and **HTML** to build a fully functional site.

### Product Design intern

Unleash health, Remote, Sydney, NSW

Aug 2023 - Oct 2023

- Actively drove mobile application design in Figma, prioritizing user-centric experiences and intuitive navigation, while conducting user research to ensure feature alignment with user preferences. Iteratively refined designs based on feedback.
- Collaboratively spearheaded the revamp of the company website, seamlessly integrating new features for enhanced user engagement, and conducted data analysis to extract valuable insights. Actively participated in iterative design improvements.
- Took the lead in creating brand assets, ensuring consistency across logos, icons, and visual elements, and utilized 3D modeling to create striking mockups for various brands the company cooperated with.
- Leveraged data mapping and visualization techniques to present complex information in a clear and accessible manner.

## Language

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- English
- Chinese
- Korean

## Certificate

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- Working with Children Check

## Website UX/UI Support - Volunteer

Charity Bounce, Sydney, NSW

Aug 2023 - Sep 2023

- Collaborated with Charity Bounce, a not-for-profit organization, to enhance their website and applications, driving positive outcomes for at-risk youth through innovation in basketball.
- Evaluated and improved the functionality, efficiency, and effectiveness of charitybounce.org, focusing on enhancing user experience and SEO optimization.
- Developed and maintained software systems, improving customer journeys, engagement, and communication across participants, partners, and donors.
- Demonstrated strong project management skills and attention to detail while working on website and application development.
- Implemented automation scripts and designed software databases to streamline processes and enhance efficiency.

## Peer Mentor

The University of Sydney, NSW

Dec 2022 - Dec 2023

- Assist in organizing and planning design learning studios, providing guidance and support to enable students to gain in-depth knowledge of design software and tools.
- Serve as a mentor in the studio, answering students' questions regarding design software and offering practical assistance and guidance in hands-on practice.
- Provided academic advising, goal setting, and study strategies to fellow students.
- Fostered a sense of community and peer support through organizing group events.
- Developed skills in event planning, organization, leadership and communication through work as a student peer mentor.

## Creative Team Member

Google Developer Student Club, Sydney, NSW

Jun 2022 - Feb 2023

- Created designs, concepts and sample layouts, based on knowledge of layout principles and esthetic design concepts.
- Drew and printed charts, graphs, illustrations and other artwork, using computer.
- Manage multiple tasks while remaining adaptable and flexible.
- Design and implement social media content aligned to brand strategy
- Multi-disciplinary collaboration

## Innovator/UX Designer

The Warren Centre's 2022 Humanitarian Innovation Hackathon, NSW

Jul 2022 - Jul 2022

- Led a team of innovators and subject matter experts to develop solutions to address humanitarian challenges.
- Conducted user research and facilitated team discussions to identify user needs and priorities.
- Created the donate and publicity Web models and prototypes that included physical, interface, logical and data models.
- Mentored team members and provided guidance on design best practices and user experience principles.