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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 FEB - 2026 MAY

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
- Vibe Coding
- Adobe Illustrator
- Video editing

SHUTE(SERENA) ZHANG

VISUAL & DIGITAL & PRODUCT

Interaction Design Master's graduate from the University of Sydney with experience in visual design, digital content, brand assets and marketing collateral across technology-focused organisations. Background spans B2B fintech, biotech research platforms and health tech, with work spanning product interfaces, brand materials and digital communications. Brings the ability to turn ideas into polished visual assets and digital content for technology products and brands.

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 precision medicine platform recognised with the 2023 Good Design Award – Best in Class, enhancing workflow efficiency for curation scientists.
- Created and iterated digital interface designs for the Insight landing page, Computational Biology Group website and admin system, covering multiple digital touchpoints across the research platform.
- Conducted competitor analysis to inform design decisions and translate complex research requirements into practical digital interfaces.
- Collaborated with curation scientists, clinical experts and engineers to gather requirements, validate designs and align solutions with technical and research needs.

UX/UI Design intern

FundBase Group, Sydney, NSW

Nov 2023 - May 2024

- Conducted competitor analysis for a B2B fintech startup, translating market and product insights into design decisions across multiple projects.
- Designed UX workflows for an investment platform, working with the legal and developer teams to align user flows with financial product requirements.
- Designed UI for multiple web projects and created digital and marketing assets for social media and LinkedIn, working within established design systems and iterating designs based on user testing and feedback.
- Independently designed, developed and launched the company's official website(fundbasegroup.com), using Webflow, CSS and HTML to take the project from UI design through to a fully functional website.

Product Design intern

Unleash health, Remote, Sydney, NSW

Aug 2023 - Oct 2023

- Designed mobile application interfaces in Figma, conducting user research and iterating designs based on feedback to refine navigation and feature flows.
- Collaborated on the company website revamp, designing new features and analysing data to inform iterative improvements across the digital experience.
- Created brand assets including logos, icons and visual elements, and developed 3D mockups for brands and products the company collaborated with.
- Created data maps and visualisations to communicate complex information through clear and structured visual formats.

Language

- English
- Chinese
- Korean

Visa Status

- Subclass 485 Temporary Graduate visa — full working rights until 14/04/2028. No employer sponsorship required.

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.

Creative Team Member

Google Developer Student Club, Sydney, NSW

Jun 2022 - Feb 2023

- Created visual concepts, layouts and promotional graphics for Instagram and other social media channels, aligning content with the club's visual identity.
- Designed and produced digital content including event promotions, announcements and campaign materials for social media.
- Developed visual assets including illustrations, charts and graphic elements using digital design tools.
- Collaborated with a multidisciplinary student team to develop and deliver creative content for club events and communications.

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.