

# Xiaoming Zhang

UX Designer | UX Researcher | Service Designer

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## Education

**Savannah College of Art and Design (SCAD) | M.F.A. in User Experience Design**

Expected Mar 2027

Savannah, GA | GPA: 3.9 / 4.0

**Hubei University of Technology | B.F.A. in Product Design**

Sep 2018 – Jun 2022

Wuhan, China | GPA: 3.7 / 4.0

## Internship

**Deloitte | UX Researcher/ Service Design Lead**

Jan 2025 – Mar 2025

- Spearheaded the discovery phase for a high-profile financial infrastructure project; conducted 20+ user interviews and mixed-methods analysis to perform Problem Opportunity & Framing for complex systems.
- Navigated ambiguity to translate research insights into a coherent Product Strategy, ensuring Stakeholder Alignment between the design team and Deloitte leadership to improve process clarity.
- Designed interaction models and high-fidelity prototypes to communicate complex system workflows, helping stakeholders and local business owners better understand and refine their operational strategies.

**The Nature Conservancy Georgia | UX Researcher**

Sep 2024 – Dec 2024

- Led the research and discovery phase for a conservation communication strategy project; conducted 100+ surveys, 14 user interviews, and 3 cultural probes to understand public awareness, engagement barriers, and local perceptions of conservation.
- Synthesized qualitative and quantitative findings into key insights, opportunity areas, and strategic recommendations, helping the team identify how to make TNC Georgia's impact feel more visible, local, and actionable.
- Designed a cross-channel communication strategy across Instagram, TikTok, website, email, posters, and brochures, translating research insights into clear storytelling concepts and engagement touchpoints for local audiences.

## Project Experience

**Google Nest Redesign 2025 | UX & UI Designer**

Sep 2025 – Dec 2025

- Redesigning the Google Nest interface by identifying friction points through Scenario-Driven Design, creating a seamless user journey within the smart home ecosystem.
- Developed durable and repeatable Interaction Models that optimized device-to-mobile transitions, ensuring a coherent experience for diverse user groups.
- Validated designs directly with target users through usability testing, using feedback to refine high-fidelity prototypes and reduce cognitive load in complex task completions.

**Ciao App (Indigo Design Award 2025 - Bronze) | UX & Interaction Designer**

Jan 2025 – Mar 2025

- Conceptualized and executed "Ciao," an award-winning peer-led social platform, by defining the Information Architecture and user flows to empower students to build genuine connections.
- Directed the creation of an inclusive design system that prioritizes emotional resonance and Human-Centered Design, resulting in a Bronze win at the Indigo Design Award 2025 for excellence in interface design.
- Synthesized cross-cultural users needed to create a narrative-driven interface, ensuring the product was both accessible and emotionally resonant for a diverse student population.

## Skill

- **Software & Design Tools:** Figma, Sketch, Framer, Photoshop, Illustrator, InDesign, Rhinoceros, Fusion 360, KeyShot.
- **Advanced UX Methods:** Problem Opportunity & Framing, Scenario-Driven Design, High-Fidelity Prototyping, Usability Testing, Journey Mapping, Service Blueprinting, Information Architecture, Heuristic Evaluation, A/B Testing, Interaction Modeling.
- **Professional/Soft Skills:** Cross-Functional Collaboration, Aligning Stakeholders, Design Rationale Communication, Navigating Ambiguity, Mentoring, Growth Mindset.
- **Languages:** English (Fluent), Mandarin Chinese (Native).

## Awards

- **Indigo Design Award 2025 – Bronze:** Recognized for excellence in Interface & Navigation and Website Design for Social Change.
- **International Design Awards (IDA):** Honorable Mention.