Ruofan Zhang

User Experience Designer

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SKILLS

UX Methods

Contextual Inquiry
Competitive Analysis
Personas & Scenarios
Sketch & Storyboarding
Wireframes & Mockups
Prototyping & Motion Study
Heuristic Evaluation
Usability Testing

Design Tools

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Sketch 3
Proto.io
Invision
Marvel
Balsamic
Axure RP Pro
AutoCAD
Solidworks

Technical Tools

HTML & CSS
JavaScript
MySQL
PHP
C language
AutoCAD
MATLAB
ANSYS
MAXWELL
HFSS

LANGUAGES

English (fluent)
Chinese (native)
Japanese (basic)

EDUCATION

University of Michigan, School of Information | Ann Arbor, Michigan   April 2017
Master of Science in Information
Human Computer Interaction

Tsinghua University | Beijing, China   January 2015
Master of Science in Mechanical Engineering
Mechanical Design

Rhode Island School of Design | Providence, Rhode Island   June - August 2014
Summer Studies
Identity Design & Branding + Web Design

University of Tokyo | Tokyo, Japan   January - March 2013
Visiting Scholar
Micro Components & Systems for Nano + Molecular Engineering

Tsinghua University | Beijing, China   July 2012
Bachelor of Science
Measurement, Control Technology and Instruments

EXPERIENCE

Roblox Studio and Developer Service | Roblox Corp.   June 2017 - Present
UX Designer | San Mateo , California
• Involved in redesign of Roblox Studio, a game engine on desktops
• Contributed to Roblox developer service design across phones, tablets, desktops and Xbox
• Conducted user interviews, surveys, and usability tests with target users
• Delivered wireframes, visual mockups, prototypes, illustrations, animations and guidelines
• Worked closely with other designers, product managers and engineers

Pizza Chain Ordering System | QuikOrder Inc.   June - August 2016
UX Design Intern | Chicago , Illinois
• Developed low-fi mockups, design specs and interactive prototype for new POS system
• Conducted comparative analysis and usability testing of 15 online ordering systems
• Led usability testing on various stages of both design and research
• Identified usability flaws in current mobile and web interface of main pizza chain and
redesigned features to be implemented immediately

Readful-U | CHI Conference 2016   September 2015 - April 2016
UX Designer + Researcher | Ann Arbor , Michigan
• Designed a mobile application with an attachable stand that helps people with low vision
  to read easily
• Facilitated user research including contextual inquiries, surveys, interviews and usability
  tests that supported design iterations
• Sketched more than 20 interfaces and created low-fi and high-fi prototypes

U Pack | Interaction Design   January - April 2016
UX + UI Designer | Ann Arbor , Michigan
• Devised a mobile application for residents of an apartment complex to manage packages
• Managed user research including interviews, personas and usability tests that supported
  design iterations
• Illustrated more than 40 sketches for brainstorming, low-fi and high-fi prototypes