

Chi Zhang

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WORK EXPERIENCE

Amway, MI, Dec 2022 – PRESENT

VISUAL/ UI/UX Designer

- **Re-designed Amway's Main Business Site:** Collaborated with a team to revamp Amway's primary website, consolidating its dashboard, enhancing 7+ incentive pages, and updating various business-related sections. The site, which spans 63 markets and garners over 55 million views (2023), saw its user experience score improve to 4.6 based on post-launch user research.
- **Account Manager Workspace Design:** Co-designed an internal workspace for Amway's Account Managers, streamlining their workflow with a one-stop platform. This project introduced Amway's first Dark Mode within its digital ecosystem. The site is currently in beta in North America and Thailand, with global launch preparations underway for MLP.
- **Design System Support:** Assisted the design system team in developing common page components for various projects, including integrating color tokens to support both Light and Dark Mode interfaces.
- **Amway AI Logo Creation:** Designed the logo for "Amway Intelligent", Amway's AI features across different platforms, incorporating brand identity elements into the design. This logo will be featured on a new web page set to launch in 2025

Measured Marketing, IL, Sept 2022 – Dec 2022

VISUAL GRAPHIC DESIGNER

- Created graphic design assets and live emails for 40+ companies monthly, enhancing brand consistency and product reach.
- Designed responsive, user-centric solutions for web, mobile, and tablet, incorporating motion and custom animations to engage users.
- Developed front-end visual designs for marketing campaigns, creating/updating 100+ emails and assets, nearly all used in public efforts.
- Collaborated with product marketing, social, and creative teams on email design and assets, regularly reporting progress and setting new goals aligned with business objectives.

Fiverr, Kalamazoo, MI, April 2020 – August 2021

FREELANCE ILLUSTRATOR/OIL PAINTER

- Created book/album covers, T-shirt designs, logo designs for government/commercial clients such as USDA-ARS, Open Books, etc.
- Engaged in project planning, status reporting sessions with various clients to discuss requirements and functional needs.
- Collaborated with clients to modify visual elements and reach an optimal solution based on their business requirements.

Kalamazoo, MI, June 2019 – April 2020

EVENT HOST/ARTIST

- Planned and Co-hosted multiple art exhibitions managed by the Arts Council of Greater Kalamazoo for over 1000 attendees.
- Acted as event manager responsible for signing up creators and leading team meetings with each artist for event preparation.
- Showcased two series of artworks during the exhibitions.

HONORS AND PUBLICATIONS

Kalamazoo, MI, 2020 – PRESENT

CLIPART DESIGN: USDA-ARS CENTER (United States Department of Agriculture Research Service)

Designed a series of 40 clipart for the United States Department of Agriculture Research Service, Grain and Animal Research group in the year of 2020.

Creating a series of 35 clipart in the year of 2022, a series of 80+ clipart in the year of 2024, to be used in USDA-ARS projects (Published).

Kalamazoo, MI, 2020

BOOK COVER DESIGN: JOIN TOGETHER AT A DISTANCE

Created a book cover illustration for *Join Together at a Distance*, published by Open Books, Ltd.

Kalamazoo, MI, 2020

LILIA CHEN AWARD IN ART

Awarded by Kalamazoo College for distinguished junior or senior students who exhibited strong progress in their understanding of ceramics, sculpture, or painting.

Kalamazoo, MI, 2018 – 2020

DEAN'S LIST

Awarded by Kalamazoo College for achieving a grade point average of 3.5 or better for a full-time course load for at least three units.

EDUCATION

GOOGLE

2021-2022

GOOGLE UX DESIGN CERTIFICATE

Completed 15 modules including the following topics: UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD. Completed hands-on projects and developed a portfolio including 3 projects to receive the certificate.

KALAMAZOO COLLEGE

2016-2020

BACHELOR OF ARTS IN STUDIO ART

SKILLS & CERTIFICATION

Languages: Mandarin Chinese –Native Language Proficiency

Technical Tools: Figma, Adobe XD, Photoshop, Dreamweaver, Procreate, HTML/CSS, Google Workspace, Adobe Creative Suite, Jira, Trello, Miro, Microsoft Office.

Skillsets: Mobile application design, Website design, Detail-oriented visual design, User-centric design process, Design System, Logo Design, Wireframe, Prototyping, Front-end coding, Responsive design, Research, Data analysis, Design Sprint Workshop Organization.

Certifications:

- Google UI/UX Design Certification (7 courses)
- Graphic Design Fundamental Certification (5 courses)
- HTML Certification

