Chi Zhang

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WORK EXPERIENCE

Amway, MI, Dec 2022 – PRESENT
VISUAL/ UI/UX DESIGNER (CONTRACTOR)
- Redesign of Amway's primary business website, collaborating with a cross-functional team to consolidate the dashboard, enhance 7+ incentive pages, and update business sections. Improved user experience score to 4.6 (2023) across a global site serving 63 markets with 55M+ annual views.
- 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.
- 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.
- Co-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.

HONORS AND PUBLICATIONS

Kalamazoo, MI, 2020 – PRESENT
PUBLISHED CLIPART DESIGN: USDA-ARS CENTER (United States Department of Agriculture Research Service)

Kalamazoo, MI, 2020
PUBLISHED BOOK COVER DESIGN: JOIN TOGETHER AT A DISTANCE

Kalamazoo, MI, 2020
LILIA CHEN AWARD IN ART

EDUCATION

GOOGLE **2021-2022**
GOOGLE UX DESIGN CERTIFICATE

KALAMAZOO COLLEGE **2016-2020**
BACHELOR OF ARTS IN STUDIO ART

SKILLS & CERTIFICATION

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, Design Sprint Workshop Organization.