

Claire Zhao

User Experience Designer

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Portfolio: <https://claireyzhao.wixsite.com/my-site>

Educational Technology Digital Content Specialist transitioning into a User Experience role. Over 2 years of professional experience applying human centered design principles and systems with non-profit organizations. Core skills include user research, providing actionable insights aligned with design, prototyping, and user testing.

WORK EXPERIENCE

Digital Content Specialist

August 2019 – Present

CPM Educational Program, CA

- Developed, redesigned, and launched new customer facing website using Wordpress and WP Engine to 100,000+ users in August 2022
- Collaborated with the Director of Communications to improve company SEO, company intranet, and website user engagement by 200%
- Participated in A/B testing and integrated our online curriculum delivery and learning platform to improve the user experience and accessibility standards (WCAG 2.1) to 300,000+ students and educators
- Wrote and maintained design systems, style standards, and procedures for the Technology and Business departments using ScreenSteps to maximize productivity, efficiency, team transparency, and flow

User Experience Research Intern

February 2022 - May 2022

Ananda, CA

- Synthesized over 150+ community member responses and to spot themes and provide actionable insight
- Highlighted user pain points and insights to better promote using online courses and virtual community
- Transitioned from Moodle to Buddy Boss user platform to increase user engagement by 150%

Design and Editorial Intern

January 2018 – September 2018

Kugga Inc, CA

- Launched and improved a technology start up's app user experience and engagement by 150% through user research methods, competitive analysis, marketing, and design
- Implemented user experience research by organizing monthly in-person user interviews using think-aloud protocols, usability reports, observation sheets, survey sheets, and audio recordings
- Created social media, in-app content, and style standards guide using Adobe XD and Google Docs

EDUCATION

University of California, Los Angeles, Los Angeles, CA

2021 - 2022

User Experience Design Professional Certificate Program

University of California, Davis, Davis, CA

2015 - 2019

Psychology Bachelor of Arts & English Bachelor of Arts

SKILLS & OTHER

Techniques: Journey Mapping, User Interviews, User Research, Prototyping, A/B Testing, Iterating, Auditing, Storyboarding, Sketching, Card Sorting, Usability Testing, Site Mapping, WCAG 2.1

Tools: Figma, Sketch, Adobe XD, Maze, Miro, Wordpress, WPEngine, SortSite, Wave, ScreenSteps