JACKY ZHENG
Product Designer

CONTACT

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PROJECT LINKS

jackyzheng.com   Design Portfolio

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bolster.ai - fully automated digital risk protection platform, product design

checkphish.ai - real-time phishing and fraudulent site detection tool, product design

izumi.finance - DeFi Liquidity as a Service platform, interaction design

hourai.world - NFT metaverse project, interaction design

EDUCATION

Academy of Art University

M.A. in Interaction & UI/UX Design

Magna Cum Laude, graduated 2020

University of Missouri

B.A. in Film Studies & B.A. in Art

Dean's Honor List, graduated 2017

SKILLS

TOOLS
Figma, Sketch, InDesign, Spline 3D, Illustrator, Photoshop, After Effects, Miro, Marketo, Jira, BitBucket, Hotjar, Final Cut Pro, Premiere Pro

DEVELOPMENT
HTML, CSS, Sass, JavaScript, jQuery, Git

DESIGN
User Research, Feature Ideation, MVP and Iteration Strategy, User Flow, IA, Wireframing, Usability Test, Prototyping, A/B Test, Survey

EXPERIENCE

Bolster AI | Product Designer
2021.06 - CURRENT

Working as the sole product designer for the product team and the marketing team that deliver designs and ideations for cybersecurity SaaS products and features used by businesses such as LinkedIn, Dropbox, and Uber.

Overhaul the visual design for the marketing website, and improve platform UX by conducting user tests and designing new features such as darkweb protection, dark mode, internal SOC tool, and end-user takedown timeline.

Build company's Figma workspace, create design system and hand-off assets such as Lottie animations, illustrations and motion graphic videos for platform and website.

Write code and commit pull requests to improve website styling and responsiveness.

iZUMi Finance (Bybit) | Interaction Designer
2021.08 - 2022.08

Led a small team of designers and designed ByBit's LaunchPad project iZUMi Finance, a DeFi Liquidity as a Service (LaaS) platform that recently received $30M funding and has more than 25k users with over $2.8M daily trading volume.

Created Figma design system, and designed interfaces for platform features and homepage.

Designed an iZUMi Finance affiliate project, HOURAI World, an NFT metaverse project backed by the value of DeFi derivatives.

Blue Endeavors | Graphic Designer
2020.08 - 2021.06

Designed web pages, such as landing page for challenges and webinar for a nonprofit organization that helps protect ocean and marine animals.

Worked on the visual identity of a series of webinars called Deep Discussion, and helped promote their products on the official website and Instagram.

Created visual asset library, including style guide, webinar/YouTube's videos, Instagram/Facebook posts template.