Zhiyuan (Jerry) Ji

zhiyuanji2025@u.northwestern.edu | www.jerryji1123.com | (+1) 510-5298233

EDUCATION

Northwestern University   **Evanston, IL**

Master of Science in Project Management - The McCormick School of Engineering   *Sep. 2023 – Dec. 2024*

Parsons School of Design - The New School   **New York City, New York**

Bachelor of Fine Arts in Communication Design   *Aug. 2018 – May. 2022*

- **Awards:** *Merit Scholarship, Dean's List (Fall 2018, Spring 2019, Spring 2021)*

EXPERIENCES

YSCOGI   **New York City, New York**

UX Designer - Fashion Brand Startup   *Jun. 2022 – Aug. 2023*

- Partnered with an independent fashion designer to co-found a niche clothing brand, merging design aesthetics with user-centric digital experiences. Responsible for content planning and regular site updates.
- Utilized Figma and Python for interactive prototypes and wireframes to ensure user-friendly navigation and shopping experience. Implemented dynamic interaction functions and reduced bounce rate by 12%.
- Formulated and executed online promotion strategies, resulting in 236% growth in organic traffic within 30 days. Amplified brand visibility on Instagram and Xiaohongshu, garnering a 7.5% increase in followers and a 172% uptick in website engagement rates.

ReflexGroup   **New York City, New York**

UI/UX Design Internship - Creative Team   *Jun. 2022 – Sep. 2022*

- Orchestrated a visual merchandising campaign promotions content and customer experience optimization projects for Hublot's VIP dinner in Los Angeles, celebrating the launch of a co-branded watch with Shepard Fairey.
- Conceptualized and designed the dinner's exclusive gift-wrapping concept, seamlessly integrating Shepard Fairey's iconic artwork. The unique design further solidified the event's branding and left a lasting impression on attendees.
- Improved user experience, with a 25% increase in user engagement after conduct of new user research, assistance in identification and remediation of user interface/user experience issues, and design of a new interface for Loop Mobile across different platforms.

The Beryl Consulting Group LLC   **New York City, New York**

Product Design Internship - Website Development   *Jan. 2022 – Jun. 2022*

- Developed CrunchTea, an AI-Powered Recruitment Platform, drive human-centered strategies, help set product direction, and contribute directly to ongoing product development by integrating insights about human behaviors, attitudes, practices, and norms.
- Using moderated and unmoderated usability studies, interviews, surveys, competitive benchmarks, A/B testing, ethnographic field research, participatory designs, user modeling to collect valid, reliable, and unbiased data.
- Devised custom matching algorithms for in-depth text analysis of resumes, leading to a 35% improvement in pairing candidates with suitable job roles.

ACTIVITIES

Chinese Students and Scholars Association (CSSA)   **Evanston, IL**

UI/UX & Visual Designer - Propaganda Department   *Aug. 2023 – Dec. 2024*

- Designed and conceptualized high-impact posters that effectively communicated the essence of "The Voice of Northwestern" Event and "Spring Festival Gala" resulting in 16% and 22%.

OTHERS

- **Software Skills:** Figma, Adobe Creative Suite, Autodesk Maya, TouchDesigner, Unity, Python
- **Soft Skills:** Visual design skills with proficiency in typography, desktop/mobile UI, color, layout, iconography and aesthetic sense. Experience articulating clearly and succinctly the goals of team.