

Zhiyuan (Jerry) Ji

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EDUCATION

Northwestern University

Master of Science in Project Management - The McCormick School of Engineering

Evanston, IL

Sep. 2023 – Dec. 2024

Parsons School of Design - The New School

Bachelor of Fine Arts in Communication Design

New York City, New York

Aug. 2018 – May. 2022

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

EXPERIENCES

UniUni Logistics. Inc

UX Designer & Operation Assistant

Broadview, Illinois

Jun. 2024 – Now

- Apply product and user experience design principles to improve delivery systems, conduct user research, and create prototypes to improve efficiency and effectiveness based on hands-on experience involved in shipping and designing routes for drivers.
- Design and optimize communication workflows to respond to driver needs.
- Use data analytics to plan and manage logistics, optimize routes, and reduce lead times. Implement efficient processes to maximize resources and ensure seamless customer service across all channels.

YSCOGI

UX Designer - Fashion Brand Startup

New York City, New York

Jun. 2022 – Aug. 2023

- Co-founded a niche clothing brand, merging design aesthetics with user-centric digital experiences. Managed content planning and site updates.
- Used Figma and Python for prototypes and wireframes, enhancing navigation and reducing bounce rate by 12%.
- Created wireframes and high-fidelity visual comps, focusing on typography, space, color, and iconography.

ReflexGroup

UI/UX Design Internship - Creative Team

New York City, New York

Jun. 2022 – Sep. 2022

- Led visual merchandising campaign and customer experience optimization for Hublot's VIP dinner in Los Angeles.
- Designed exclusive gift-wrapping concept integrating Shepard Fairey's artwork, enhancing event branding.
- Improved user engagement by 25% through user research, interface design, and collaboration with customer success teams.

The Beryl Consulting Group LLC

Product Design Internship - Website Development

New York City, New York

Jan. 2022 – Jun. 2022

- Developed CrunchTea, an AI-powered recruitment platform, driving product direction and development with user insights.
- Conducted user research, distilled information for design requirements, and created high-fidelity mockups in Figma.
- Improved candidate-job pairing by 35% with custom matching algorithms for text analysis of resumes.

ACTIVITIES

Chinese Students and Scholars Association (CSSA)

UI/UX & Visual Designer - Propaganda Department

Evanston, IL

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, HTML, CSS
- **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.