

TIANCI ZHANG

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Education

UX Design Certification Springboard.com	2016
Master of Science in Information Technology Clark University School of Professional Studies, Worcester, MA	2015
Bachelor of Arts in Advertising Nanjing University, Nanjing, China	2011

Professional Experience

Web Team Assistant <i>Marketing & Communications, Clark University, Worcester, MA</i>	2013 - 2017
<ul style="list-style-type: none">Migrated and rebuilt multiple sites on Clarku.edu to new Drupal CMS, created wire-framing with Mockflow, coding with HTML, CSS and JavaScript, and tested on mobile and desktop computersMentored and trained two student workers in web developmentUsed SEO (Google Webmaster & Google Analytics) tools to improve website performanceManaged online ticketing system and responded to web design questions from over 200 full time staff members at all IT skills levelsAssisted over 20 academic and administrative departments with hundreds of web updates every month	
Web Designer <i>Worcester Web Workshop, Worcester, MA</i>	2016 - 2017
<ul style="list-style-type: none">Provided web development, training, and consulting services	
Marketing Specialist <i>Cinema 320, Worcester, MA</i>	2013 - 2017
<ul style="list-style-type: none">Created and implemented marketing strategy and promotions online and offline, increasing ticket sales over 20% for a small independent cinema	
Graduate Assistant – Online Course Building <i>Clark University, Worcester, MA</i>	2015
<ul style="list-style-type: none">Coordinated video shooting and motion graphics for online instructionSupported 13 students in Moodle learning management software	

Projects

Cinema 320 Website Rebuild	2017
<ul style="list-style-type: none">Interviewed clients and stakeholders, created wireframes and site mock-up, delivered final design to business owners	
Clark Give Page UX Redesign	2016
<ul style="list-style-type: none">Conducted user research, site maps, visual design and user testsCreated UX personas, empathy maps, user stories, user flow, wireframes, style guild and prototypes	
School of Professional Studies Contact Management System	2015
<ul style="list-style-type: none">Designed a database demo and interface for graduate school administrators	

Skills

Web & Mobile Design | User Centered Design | Marketing | Advertising | IT Management
WordPress | Adobe Photoshop | Drupal | MS Office | Sketch | HTML | CSS | JavaScript | InVision
For more project details and examples, please visit my portfolio page: TIANCIZHANG.COM