

Bert Zhang

<http://bert.work>

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I'm an interactive artist turned designer/researcher versed in ux, service, game, and typeface design. My work often focuses on fostering education, empathy, and social impact.

EMPLOYMENT

User Experience & Service Designer/Researcher Designit (formerly Cooper)

Jul 2018 – present | San Francisco, CA

- Plan and conduct research via interviews and diary studies
- Generate insights and user models from qualitative data
- Design service experiences and their supporting digital interfaces, interaction frameworks, and brand expression
- Develop business strategy for clients' innovation groups
- Write and deliver curriculum in person and remotely for service design, design research, and leadership courses

User Experience Intern

John Deere

May 2016 – Aug 2016 | Moline, IL

- Uncovered user needs via surveys and focus groups
- Evaluated webapps for usability and brand compliance
- Built Sketch UI kit with interactive tutorials

Web Designer/Developer

Krannert Art Museum

Oct 2015 – May 2016 | Champaign, IL

- Defined information architecture for new website
- Translated brand design to work well on screens

Special Projects Coordinator

University of Illinois at Urbana–Champaign, Housing

Jun 2014 – May 2016 | Champaign–Urbana, IL

- Rebuilt internal website and public webpages
- Wrote manuals for how to interact with customers
- Supervised, trained, and advised network technicians

Marketing Communications Intern

Wolfram Research

May 2015 – Aug 2015 | Champaign, IL

- Created content for company social media accounts
- Produced beginner tutorials for machine learning tools

Network Technician

University of Illinois at Urbana–Champaign, Housing

Aug 2013 – May 2014 | Champaign–Urbana, IL

- Troubleshoot user issues via email, phone, and in person

EDUCATION

Postgraduate Certificate in Type Design Letterform Archive

Sep 2019 – Dec 2020 | San Francisco, CA

- Designing a typeface to make learning friendlier

Master of Human–Computer Interaction + Design University of Washington

Sep 2016 – Aug 2017 | Seattle, WA

- Researched and designed webapp and service to kickstart partnerships between immigrant parents and school staff to support students

Bachelor of Arts in Music

University of Illinois at Urbana–Champaign

Aug 2012 – May 2016 | Champaign–Urbana, IL

- Studied Music Composition and Music Technology
- Minored in Art + Design, Computer Science, and Informatics

VOLUNTEERING

Chinese Type Archive

Aug 2020 – present | New York, NY

- Developing multilingual, multicultural tone of voice

Hurricane Harvey relief efforts

Sep 2017 – Dec 2017 | Houston, TX

- Demolished and disinfected houses
- Babysat and chauffeured children

SKILLS

- JavaScript, Java, Python, Gulp, jQuery, Underscore
- Can use Apple VoiceOver with eyes closed
- Prototyping (physical, spatial, behavioral, digital)
- Game design (outdoor, party, digital, tabletop)
- Data visualization & storytelling
- Chinese (proficient), Japanese (elementary)
- Film pre-thru-post production
- Event planning
- Beatboxing