

CHENYU ZHANG (DAWNA)

A product designer driven to craft experiences that not only solve problems but also inspire and delight users.

czhang42@student.scad.edu
dawnadonut.com

WORK EXPERIENCE

UI/UX designer / Deloitte

Sep 2024 - Nov 2024

- **Conducted Extensive User Research:** Designed and executed Conducted User Research: Designed surveys and interviews with TSOs and passengers, collecting **3,000+ data points**. Used affinity mapping to create user journey maps and personas for data-driven decisions.
- **Redesigned MyTSA App:** Added AI-powered scanning and checklist features. Conducted 4 testing rounds, **increasing satisfaction by 46% and user confidence by 66%**.
- **Led Co-Creation Workshop:** Facilitated sessions with stakeholders to identify pain points, generate solutions, and align on innovative outcomes.
- **Designed Partnership UI:** Created user interfaces for airline partnerships, enhancing TSA service visibility and user connections.

UI/UX designer / COFE+Robot

Aug 2023 - Jan 2024

- **Enhanced Brand Identity:** **Redesigned the app's visual interface** to emphasize **AI-powered** order customization and robotic delivery, aligning with a futuristic brand narrative and boosting user engagement.
- **Optimized User Experience:** Revamped 34 key screens, including the homepage and ordering flow, improving usability and **achieving a 64% increase in order conversion**.
- **Collaboration & Research:** Conducted multi-dimensional competitive analysis of 12 coffee brands.

Project Manager /

SCCC Studio & Gateway Behavioral Health CSB

Jan 2024 - Now

- **Led ADHD research, managing a team and collaborating with doctors** to conduct user shadowing and interviews, identifying pain points to inform design solutions.
- Conducted user research through observations and literature reviews to guide product development.

EDUCATION

Savannah College of Art and Design (SCAD)

Savannah, GA

Sep 2023- Expected Mar 2026

MFA, User Experience Design

Nankai University

Tianjin, China

Sep 2019 - Jun 2023

BA Visual Communication Design

SKILLS

Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Sketch, Miro, C4D, Hotjar, UserTesting, HTML, CSS, JS, Chatgpt, Midjourney

User Research & Data Analysis, Usability, A/B testing, User-Centered Design (UCD), Accessibility (WCAG), Wireframing, Animation & Motion Design, Market Research, Business strategy

AWARDS

“COFE+ ” - IDA 2023, Gold The UX Design Awards Red Dot Award The 7th “Internet+” China, Gold Award