Aaron Zhang

I make fluid designs with dynamic experiences

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EXPERIENCE

Product Designer, Founder | Policy.AI 12/2024 - Present

Designed and prototyped an AI-powered civic engagement platform that keeps voters informed on new bills, legislative updates, and government actions at all levels.

Conducted user research to identify barriers to political awareness and participation, leading to a clearer, more accessible way to present policy information.

Optimized the platform's layout and interactivity for a 20% higher user satisfaction than competing services.

Product Designer | Sigma Generative AI | Freelance 3/2024 - 12/2024

Designed an end-to-end LLM chatbot that interprets AI-focused articles, A/B testing with 50% higher accessibility metrics than competitors.

Guided junior designers in developing product strategy, conducting user research, ethical experience, and designing for accessibility.

Collaborated with Lehigh University ML Engineers, Project Managers, and User Researchers, reporting to stakeholders to guide design strategy.

UX Designer | DASH | Freelance 8/2022 - 8/2024

Designed shipping experience interfaces for sports team merchandise sellers and customers in website and mobile app.

Produced regular updates with results that adhered to user research across interviews with 13 individual sports merchandise teams, raising seller satisfaction by 16% and reducing shipping related support tickets by 22%.

Collaborated with full-stack developers, the lead experience designer and visual designer to create a streamlined activation system centered around the company platform.

UX/UI Designer | AZIE.AI | Contract 11/2023 - 5/2024

Conducted user research through 100 surveys and 10 interviews for mobile and desktop.

Worked closely with lead product designer and iOS developer to create industry-grade visuals, design systems, and fully developed products catered to young men's mental health.

VOLUNTEERING

User Experience Design Club at UT Austin 2024 - Present

Salvation Army, YMCA, Plano Event Center 2015 - Present

EDUCATION

University of Texas at Austin

B.S. Architectural Engineering
Certificate : Elements of Computing
Minors : Business, Economics

University of Texas at Austin

UX/UI & Frontend Certificate

SKILLS

User Research
Storytelling
Wireframing
Prototyping
Information Architecture
Design Systems
Interaction Design
Accessibility Design
Responsive Design
Micro-Interactions
User Testing

TOOLS

Figma
Origami
HTML/CSS/JS
jQuery/React/Node.js/Bootstrap
Python/PHP/SQL
Adobe XD/Photoshop/Illustrator
Invision/Miro/Sketch/Axure

INTERESTS

Bodybuilding | Powerlifting | MMA
3D Printing | Piano | Cooking
Reading | Writing
Sightseeing and Exploration