

# Nicole Zhang

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## EDUCATION

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**University of Southern California** Aug 2020 – May 2025  
*B.S in Arts, Technology, and the Business of Innovation, Minor in Computer Programming* Los Angeles, CA

- **GPA:** 3.97/4.0; Dean's List
- Winner of Deans Scholarship (1/4 Tuition, Awarded to around 100 incoming students each year)

**Tsinghua University** Aug 2021 – Sept 2022  
*Electrical Engineering* Beijing, China

## WORK EXPERIENCE

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**Banco Bradesco** Jan 2023 – Present  
*Strategy & Futurist Consultant* Los Angeles, CA

- researched the role of Web3 technologies in financial services and identifying opportunities to reimagine banking services

**Ernst & Young** Sept 2022 – Nov 2022  
*Strategy & Futurist Consultant* Los Angeles, CA

- researched on new energy alternatives and energy transition processes and developed future visions for the future of energy through product and experience design

**Keck School of Medicine of USC** Sept 2022 – Present  
*Web Designer* Los Angeles, CA

- redesigned Klausner Research Group website by creating sitemaps and wireframes utilizing user experience knowledge to better reflect the group's mission and works

**LIVE Media Group** Dec 2020 – Present  
*UI/UX Lead* Shanghai, China

- redesigned official website, logo and business pitch slides to redefine company position
- led the design process of 7 WeChat official accounts that reached 20,000 total followers and user size growth of 65% in 2021

**PalmDrive Inc.** September 2020 – September 2021  
*Digital Marketing and Visual Design Intern* Beijing, China

- collaborated with a team of 5 to operate the subsidiary WeChat official account Pokeji, designed marketing posters, gifs, campaign design themes and daily articles that reached 75% user size growth in 2021
- initiated and directed the "100 Things to be Done" html 5 mini program by working closely with the back-end team to create sitemaps, mockups, and wireframes

**Meta** May 2021 – Aug 2021  
*Social Media Market Intelligence Intern* Remote

- analyzed 10+ emerging direct-to-consumer businesses to develop an understanding of their go-to-market strategies, target audiences, unique value proposition, success metrics, and communication goals of marketing campaigns (nominated as outstanding intern)

**NetEase News** April 2021 – Aug 2021  
*Visual Design Intern* Beijing, China

- redesigned 3 WeChat official accounts to match the rejuvenation of housing content audience and designed digital marketing materials related to real estate advertising campaigns

## EXTRACURRICULAR ACTIVITIES

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### **Official Student Journalist Group**

Sept 2021 – June 2022

*Visual Design Department Head*

*Tsinghua University*

- Supervised the design process of Tsinghua University's main building vector graphics; Prepared for the visual enhancement of Tsinghua University's official website

### **USC.LIVE**

Oct 2020 – June 2021

*Editor-in-Chief*

*University of Southern California, Los Angeles, CA*

- managed the editorial team, held meetings for topic selection, and designed a special editorial column

## TECHNICAL SKILLS

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**Languages:** English, Mandarin Chinese, French (beginner)

**Applications:** Adobe Creative Suite, Figma, Fusion 360, Logic Pro

**Developer Tools:** HTML/CSS, Javascript, Python, C++, C

**Skills:** UI/UX Design, Motion Design, Visual Design, User Research, Storytelling