

# Gloria Zhu

## Product Designer

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### Education

**University of Pennsylvania** **2017 - 2021**

Marketing & Operations Management  
Graphic Design Minor

### Experience

**Senior Interaction Design Analyst** **Oct 2021 - Present**

*Accenture Federal Services (Studio)*

**Collaborate** with cross-functional team of 40+ to modernize a government platform

**Facilitate** weekly stakeholder meetings to problem-solve, balancing business and technical constraints

**Lead** client feedback sessions to enhance designs and user experience

**Conduct** user testing to gather insights on the application's usability and improve 508 accessibility

**Designer** **August 2017 - May 2021**

*Vice Provost of University Life*

**Designed** flyers, brochures, banners, and marketing materials on behalf of the University of Pennsylvania to promote school activities and organizations

**Spearheaded** new university-wide outreach campaigns by creating and designing event concepts and themes

**Provided** design recommendations for all official university projects

**UX Design Intern** **May 2018 - August 2018**

*Asurion*

**Created** user flow diagrams for all possible user interactions in family communication app

**Facilitated** brainstorming sessions for generating new ideas in the user invite flow and case competition

**Redesigned** user invite flow with the product manager intern and engineer intern

### Involvement

**Ko | Food Recommendation App** **December 2021 - Present**

*Co-Founder & UX/UI Designer*

**Adobe Creative Jam x Activision** **May 2020**

*Honorable Mention Award*

### Skills

Sketching & Wire framing

High Fidelity Design

Prototyping

Visual Design

UX Research

User Testing

Graphic Design

Web Design

Social Media Management

Marketing Campaign

### Programs

Figma Abstract

Sketch Photoshop

Adobe XD Illustrator

Invision MS Office/GSuite

### Languages

English

Cantonese

Mandarin

### Interests

Gaming & Esports

Lion Dancing

Mechanical Keyboards

Acrylic Painting & Illustrating

Film Photography