

Xiaoye Zhang

Visual & Product Designer

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📍 Sunnyvale, CA

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PORTFOLIO

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As an accomplished designer with over a decade of experience in cross-disciplinary design, I have hands-on expertise in brand identity design, branding management, UX and UI design, website development, industrial design, and production. I have received excellent training and practice in user research and problem framing, and my rich experiences working with diverse clients and industries have helped me develop a keen understanding of the creative process and collaboration. With a deep passion and dedication for the field, and a strong educational background to match, I constantly push my boundaries to stay at the forefront of the industry.

FIELD OF EXPERTISE

- Brand Identity
- UX and UI Design
- Web and Digital Design
- User Research and Problem Framing
- Product Design
- Graphic Design and Illustration
- 3D Modeling and Rendering
- Photography and Photo Editing

SKILLS

- Proficient in **Adobe Illustrator, Photoshop, InDesign, Lightroom** and **After Effects** for multimedia design.
- Skilled in web development, including **HTML5, CSS3** and **WordPress**, as well as UX and UI design with **Sketch, Invision, Figma, Principle** and **Zeplin**.
- Experienced in 3D modeling and rendering with **SolidWorks, Rhinoceros, KeyShot** and **Blender**.
- Knowledgeable in rapid prototyping technologies, including **3D printing** and **laser cutting**.
- Experienced in **Design for Manufacturing (DFM)** for mass production.
- Skilled in **commercial printing** and managed large-scale packaging projects with global distribution.

WORK EXPERIENCE

Senior Visual Designer, Sensel, Inc.

Sunnyvale, CA 2018.05 - Present

Sensel, Inc. is a VC-funded startup that is developing the world's most advanced touch technology. The cutting-edge architecture allows Sensel to integrate high-precision touch sensing, multi-finger force sensing, and best-in-class haptics all in a single, ultra-thin solution, that's modular and tuned specifically for each application, paving the way for thinner form factors, advanced industrial designs, and exceptional user experiences.

- Led the company's re-branding initiative, collaborating closely with C-level executives to establish the company's new visual identity, including the visual representations for the advanced touch technology, which encompasses touch, force, and haptics.
- Oversaw the company's branding system, developed brand guidelines and office stationeries to ensure a consistent and cohesive brand voice and visual identity across all channels.
- Managed the creation of B2B-facing assets, and built an asset-sharing system for efficient resource management.
- Led the development of the company's website, as well as the design of trade shows and the annual CES booth, through the partnership with B2B marketing team.
- Collaborated with third-party video agencies and developer firms to create, maintain, and continuously refine the company's world-class web and social presence that aligns with the customer journey.
- Partnered with C-level executives and sales team to create crucial corporate presentations, including investor pitch decks, sales decks, technology-focused presentations and materials for board meetings.
- Oversaw and managed the company's photography, including staff photos, event photos, and product shots, ensuring a cohesive and consistent tone throughout.

Sensel Morph is a distinct brand by Sensel, offering an innovative tool specifically designed for creative professionals who require precise and expressive control over their work. Featuring a pressure-sensitive and touch-sensitive surface, the device can be customized with a variety of overlays to suit different applications.

- Led the branding of Sensel Morph, including logo design, packaging redesign, and handled all product renderings. Assisted the Morph marketing team to create video and social media assets, to ensure exceptional marketing content.
- Led the complete development of the Buchla Thunder Overlay, from conceptualization to product design, silkscreen artwork, and design for manufacturing. Oversaw and collaborated with the manufacturer for mass production. The Buchla Thunder Overlay, along with Morph, won MusicRadar's Best MIDI Controller at NAMM 2019 and was distributed worldwide.
- Took charge of the packaging design for the Buchla Thunder Overlay and ensured successful commercial printing.
- Established the tone and led the art direction for Morph's marketing campaigns. Managed and executed the visual design of all the morph marketing campaigns.

UX/UI Designer, LifeStarr Productions

West Hartford, CT 2017.06 - 2018.04

LifeStarr Productions is a corporation that will offer a mobile app providing evaluation services of Chinese pet grooming facilities to Chinese pet owners.

- Took charge of Pet-Wello app's UX and UI design, leading the development of branding identity, including the logo, style guide, and applications.

**3D Printing Intern, Education Commons,
University of Pennsylvania**

Philadelphia, PA 2016.09 - 2017.05

- Offered technical support for 3D printing requests and achieved a 20% increase in the number of printing requests assisted compared to the previous year.
- Organized and conducted 3D printing training workshops and graphic design workshops for Penn students and staff.

**Graphic Designer, Office of Fraternity and Sorority,
University of Pennsylvania**

Philadelphia, PA 2016.04 - 2016.12

- Led the design project of revitalizing the logo and modernizing the official website through collaboration with OFSL directors, enhancing the organization's brand image and strengthening its presence within the Penn community.

**Research Assistant, Schulich School of Engineering,
University of Calgary**

Calgary, Canada 2014.06 - 2014.09

- Assisted Dr. Theodor Freiheit on a project exploring the application of military leadership in engineering design management.
- Conducted in-depth research on military tactics, management, psychology and business areas

Intern, Sony Design Workshop

Shanghai, China 2013.12 - 2014.04

- Collaborated with a team of Sony designers and interns on a digital multimedia entertainment and relaxation device for young urban women.
- Conducted user research, identified demands, designed the product and participated in its exhibition.

EDUCATION

University of Pennsylvania
Master of Integrated Product Design

Philadelphia, PA 2015 - 2017

Shanghai Jiao Tong University
B. Eng. Industrial Design

Shanghai, China 2011 - 2015

Liang Feng Senior High School
Top 0.1% in National Exam

Jiangsu, China 2008 - 2011