# Isaac Zhang

929-888-4258 | iz5183@rit.edu | www.linkedin.com/in/isaaczhng

## EDUCATION

**Rochester Institute of Technology**                                                   Rochester, NY
*Bachelor of Science in Human Centered Computing*                          *Aug. 2023 – May 2027*

## EXPERIENCE

**Accessibility and AI Research Lead (Co-Op)**                              May 2025 – Aug. 2025
*Rochester Institute of Technology*                                                    *Rochester, NY*
- Led a research team at RIT consisting of 5+ people focusing on how AI tools support ESL, deaf/hard-of-hearing, and neurodivergent students in the classroom
- Created foundational writing and structure for a research paper focused on how AI can specifically support DHH students
- Collaborated with other research teams and professors in the Accessibility and AI field to advance respective projects

**UX Researcher (Part-time)**                                                        Feb. 2025 – Present
*Tiger Snack Box*                                                                                  *Remote*
- Conducted a case study which identified user pain points, develop solutions, and test designs for Tiger Snack Box's mobile game.
- Designed and distributed a user survey to evaluate perceptions of aesthetics and usability in a mobile game, collecting 30+ responses and identifying key patterns in visual appeal, interface clarity, and overall user satisfaction.
- Conducted competitive analysis of similar games to understand user expectations, design successes/failures, and aesthetic styles, resulting in 23% increase in timed user flows.

**Graphic Designer (Internship)**                                                July 2023 – Aug. 2024
*Infinity Educational Programs*                                                         *Brooklyn, New York*
- Designed digital graphics, promotional ads, and infographics for social media and web platforms using Adobe Illustrator and Photoshop, maintaining brand consistency across campaigns.
- Designed both print and digital advertisements, optimizing layouts for different formats such as flyers, email banners, and Instagram stories, ensuring cross-platform consistency.
- Collaborated with a product manager and other designers accelerating feature rollout.

## PROJECTS

**Uniqlo Website Redesign** | *Figma (UX/UI)*                                  July 2025 – Present
- Redesigned Uniqlo's website in Figma, focusing on functionality and and visibility while maintaining Uniqlo's aesthetics.
- Conducted 10+ surveys and interviews to understand pain points and visibility issues.
- Conducted user flow time trials, comparing Uniqlo's website to the redesign. Improved user flow time by 25%.

**Bagel Land Brand Redesign** | *Illustrator, Photoshop*                  March 2025 – April 2025
- Redesigned logo to strengthen the brand identity and help customers form a clear and positive perception of the company.
- Redesigned menu and store card to keep brand aesthetic as one with the store and the logo.
- Iterated through multiple designs and sketches to find the optimal brand image that fits aesthetics, culture, and branding.

## TECHNICAL SKILLS

**Design and Prototyping**: Figma, Adobe Photoshop, Adobe Illustrator (Product Design)
**UX Research and Tools**: User Research, Usability Testing, Surveys, Wireframes, Heatmaps, Google Analytics, Accessibility (WCAG), Qualtrics, JMP Statistics
**Frontend Development**:HTML, CSS, JavaScript
**Core Skills**: Design Systems, UI/UX Design, Statistics, Psychology, Frontend Development, Interaction Design, Prototyping