

LUCY ZHANG

designer | developer

San Francisco Bay Area, CA 94010

415-816-2658 | lucy@misasoup.net

misasoup.net/design | linkedin.com/in/misasoup

WORK EXPERIENCE

UI Designer

August 2022 – Present

Insight Global @ Kaiser Permanente (Oakland, CA)

- » Designing pages and features for MyKP, an employee intranet platform.

Front-end Designer / Developer

March 2021 – July 2022

Insight Global @ Meta (Menlo Park, CA)

- » Designed and developed internal resource portals and external landing pages.
- » Developed scalable components for Meta's Content Management System.
- » Refactored components in team toolkits to work more efficiently and address bugs.
- » Led design system documentation.

Communications Designer

April 2020 – December 2020

Insight Global @ Meta (San Francisco, CA)

- » Designed white papers, toolkits, and other long-form communications around election integrity, data privacy, and COVID-19.
- » Produced on-brand Google Doc templates as self-service design options which enable partners to create content independently.
- » Provided design and animation support for cross-company presentation decks, including FB app, Messenger, Instagram, WhatsApp, and Facebook Reality Labs.
- » Created on-brand iconography and infographics to support effective and compelling story-telling.

Graphic Designer

June 2017 – January 2020

McKesson (San Francisco, CA)

- » Developed and produced the enterprise's visual design system for print & digital media as part of a brand refresh.
- » Designed on-brand creative deliverables for meetings, campaigns, and conferences.
- » Designed and developed internal-facing web pages, microsites, and email templates.

CAREER OBJECTIVE

A designer in love with programming—my ideal role would allow me to utilize both skillsets, with a focus in design systems, branding, and front-end development.

SKILLS

Design: Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom, After Effects, Keynote, PowerPoint, Branding & Identity, Visual Design Systems, Typography, Animation, Motion Graphics, Infographics

Code: Hack, Python, HTML, CSS, Javascript, jQuery, React

Languages: English, Chinese (Cantonese), Japanese

PROJECTS

Meta Comms Portal

Designed an internal knowledge portal and developed 16 components and 10 pages in the shipped MVP.

Meta Policy Comms Creative Resources Wiki

Designed and developed a creative resource page featuring document templates produced for the Policy Comms team.

McKesson Brand Refresh

Refreshed the visual design system of a top (#6 in 2018) Fortune 500 company and produced over 150+ pages of print & digital design templates for the enterprise.

McKesson Virtual Vision Center

Designed and produced an interactive digital experience detailing McKesson's business segments and brand story.

McKesson Marketo Template Mobile Optimization

Optimized components of a modular email template to be mobile-responsive and consistent on all email clients.

EDUCATION

Boston University

Bachelor of Fine Arts, Graphic Design

Minors: Computer Science, Japanese Language & Literature

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PORTFOLIO SAMPLES

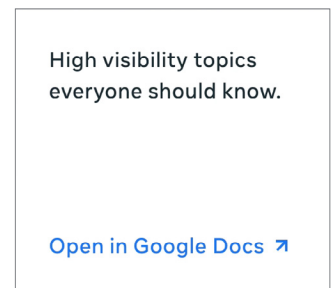
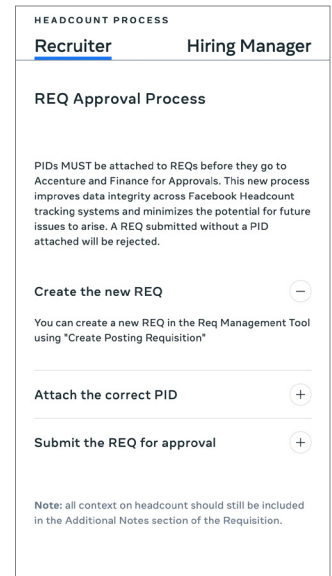
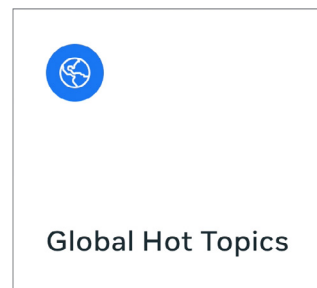
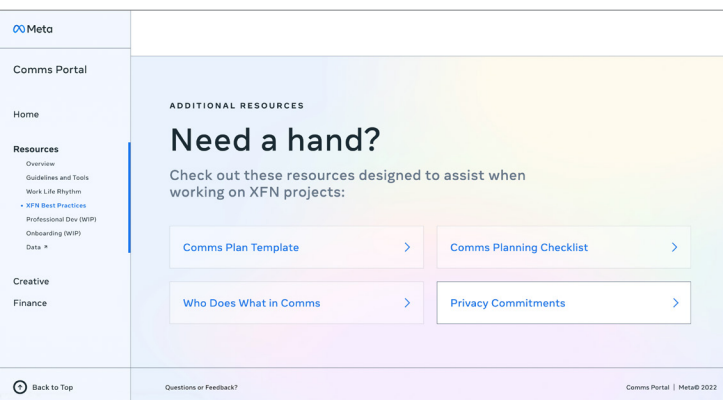
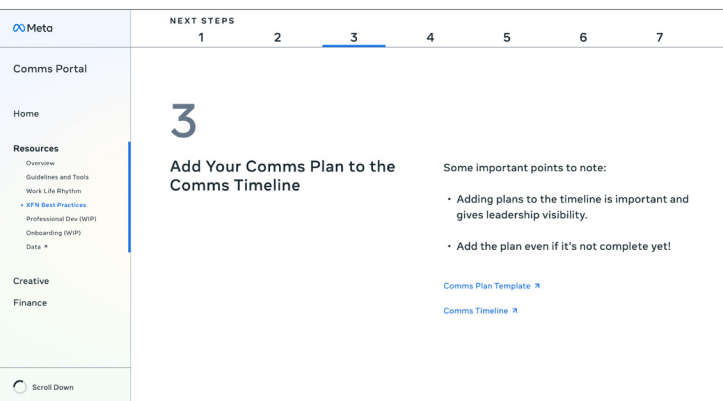
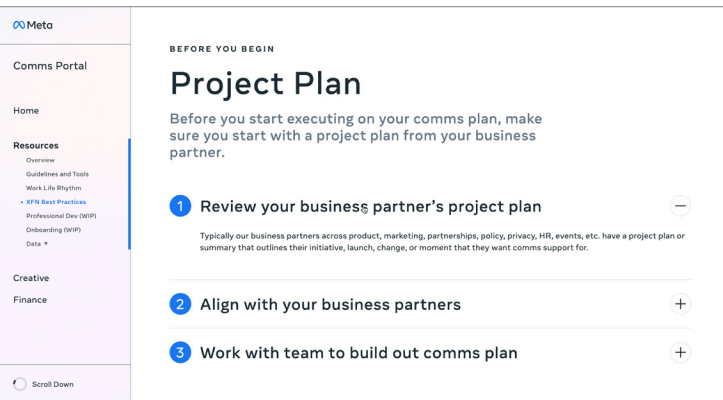
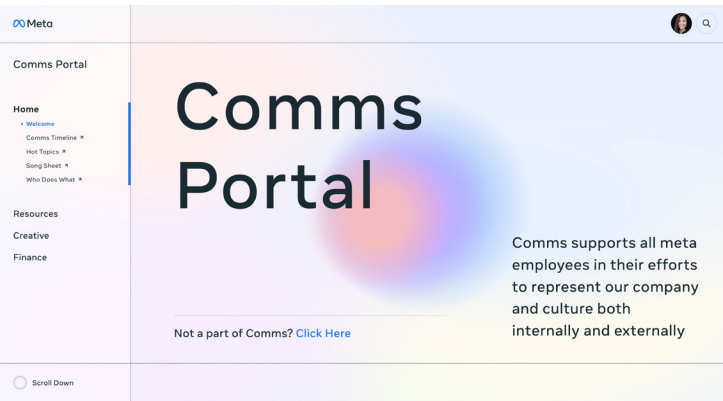
2017 – 2022

Branding

Web

Interactive

Full portfolio available online at:
misasoup.net/design



COMMS PORTAL

Web

Knowledge and resource portal that consolidates existing stand-alone resources in a single location for the Comms organization. I had to design a new visual design system utilizing only typography and limited colors/gradients from the early stages of the new Meta rebrand. I focused on producing scalable features and components for clean and easy-to-read layouts. After designing all the pages in Figma, I developed the code for over 16 components and 10 pages in the shipped MVP (minimum viable product).

Retail Pharmacy

Delivering closer patient relationships

We have solutions for just about anything pharmacies need to succeed. That way, they can spend more time with patients and less time worrying about the everyday nuts and bolts of running a business.



1	2	3	4	5
6	7	8	9	10
A	B	C		

Retail Pharmacy

Inventory Management & Data Analytics

McKesson Connect is our one-stop ordering portal resource for a pharmacy's needs, including pharmaceuticals, OTC, front-end, home health care and other products.

Supplylogix helps pharmacies improve efficiency through inventory management and replenishment solutions. Currently, 130+ million inventory transactions at 12,000+ pharmacy locations are supported by Supplylogix each month.

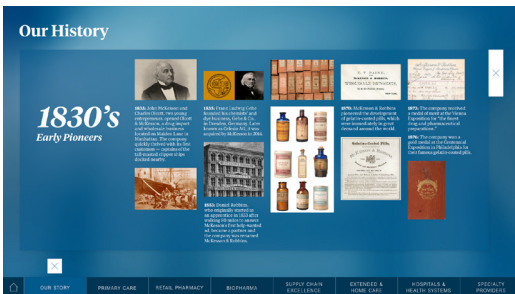
Macro Helix's program management technology helps hospital and retail pharmacies navigate the often complicated 340B drug program. This leads to improved financial performance, efficiency and regulatory compliance.

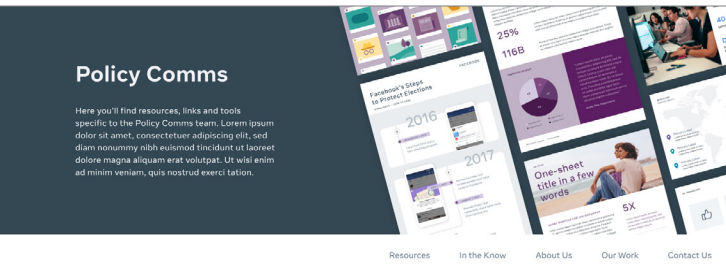


MCKESSON VIRTUAL VISION CENTER

Interactive, UX/UI

Interactive experience detailing McKesson's brand history and key business segments. This experience was created out of a need for a digital version of McKesson's in-person Vision Center tours for potential customers and new employees. I designed and produced high-fidelity interactive prototypes in Keynote for final development in BrightSign.





Policy Comms

Here you'll find resources, links and tools specific to the Policy Comms team. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Resources In the Know About Us Our Work Contact Us

Need a template? We got you covered

Below you'll find a collection of resources that we've specifically curated for policy-related communication. We've separated them in categories by use cases:

- Formatted Documents
- Presentations
- Press Outreach
- Social Assets
- Design Resources

Here are some tips and best practices to keep in mind while you work with our resources:

- Google Templates**
When working with any Google templates, always start by producing a copy to make edits in—do not edit any Google templates directly.
- Design Basics**
Check out our Design Basic training video to learn three important design principles to help your presentations look their best.
- Pre-Styled Fonts**
Be sure to take a look at any text formatting panels—all our templates have pre-set font styles for you to use to keep your documents looking clean, consistent, and on-brand.
- Reach Out**
If you can't find what you're looking for, or if you have suggestions for new templates that would be useful to your team, let us know!

View Video

Contact Us

RESOURCES - 01

Formatted Documents

Single and multi-page word document templates suitable for text-heavy reports.

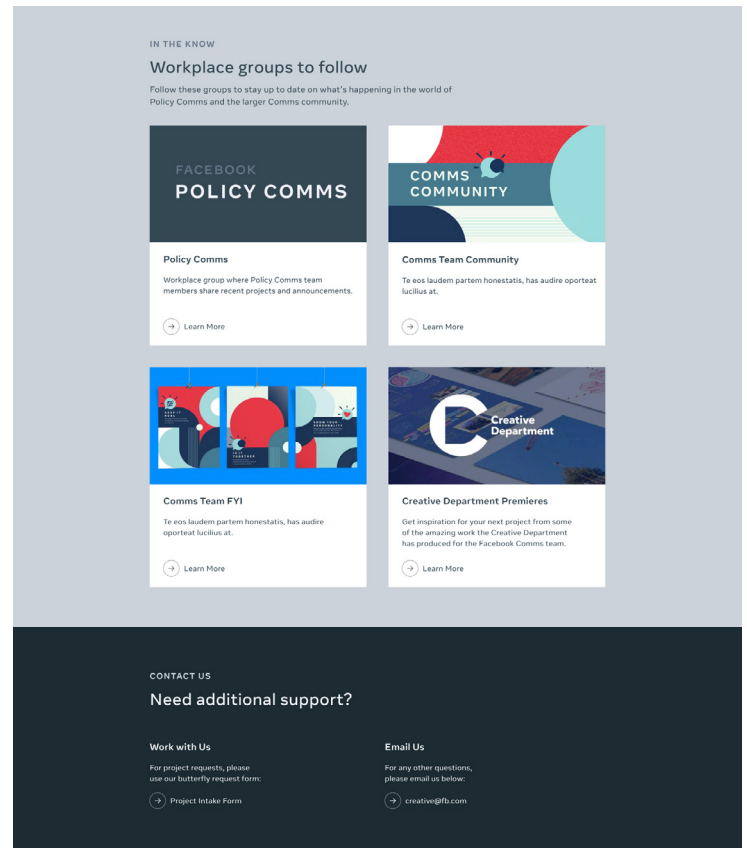
<p>Template C1 Title Here Google Doc</p> <p>01 02</p>	<p>Word Doc - Template C Google Doc</p> <p>Long form two column layout with numbered sections (on one continuous page). Available in 10 colors.</p>
<p>Word Doc - Template A Google Doc</p> <p>Two column layout with numbered sections.</p>	<p>Word Doc - Template B Google Doc</p> <p>Single column layout with numbered sections.</p>
<p>Brand Template - Multipage InDesign, Keynote</p> <p>Official company branded multipage template.</p>	<p>Brand Template - One-sheet InDesign, Keynote</p> <p>Official company branded one-sheet template.</p>
<p>Timeline Google Doc</p> <p>Two column layout suitable for dense lists of information.</p>	<p>One-sheet title in a few words SX</p>
<p>Brand Template - Case Study InDesign, Keynote</p> <p>Official company branded case study template.</p>	

RESOURCES - 02

Presentations

Company branded deck templates and pre-built slides for policy related topics.

<p>General Starter Deck Google Slides</p> <p>Company branded presentation template. Use this plug and play deck as a starting point to create your own professional on-brand slides.</p> <p>Take it a step further with the many available expansion packs!</p>	<p>Expansion Pack - Statistics Google Slides</p> <p>50+ ways to display your statistics in interesting ways</p>
<p>Expansion Pack - Photo Layouts Google Slides</p> <p>60+ ways to spice up your slides with the use of photography</p>	<p>Icon Library Keynote, Powerpoint, Google Slides</p> <p>1,000+ icons that can be recolored and scaled to any size</p>



POLICY COMMS RESOURCE WIKI

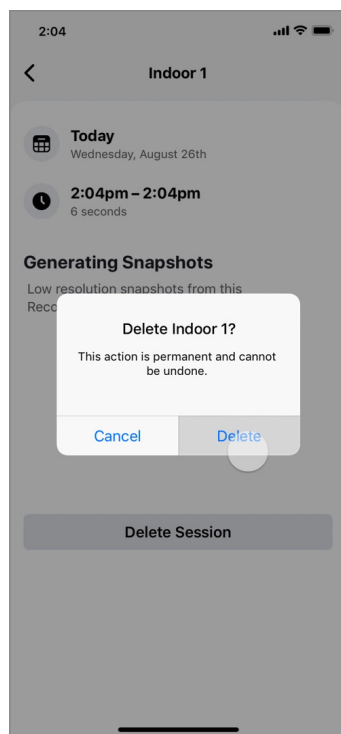
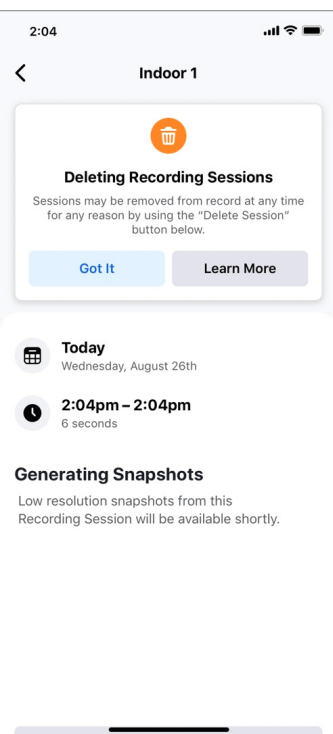
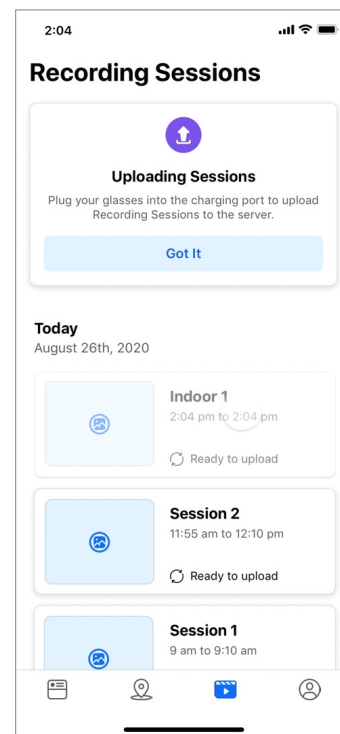
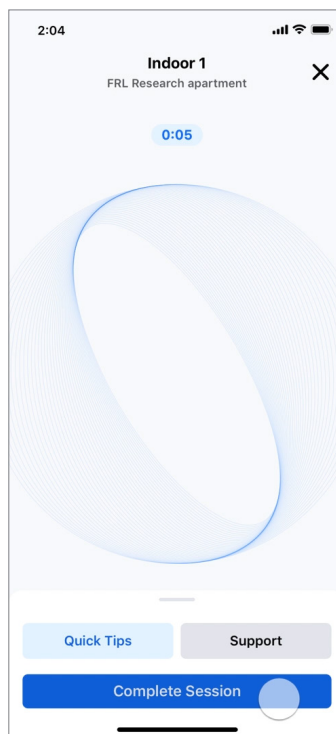
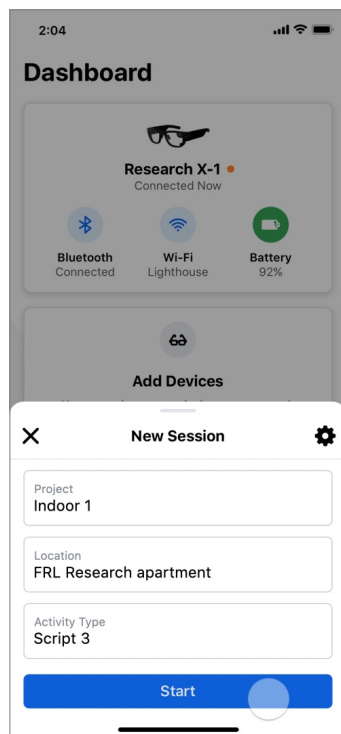
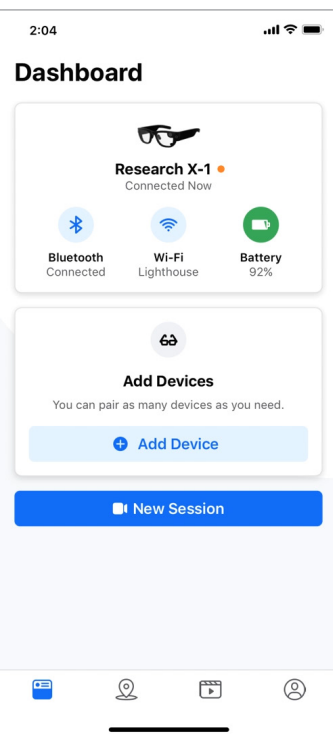
Web

Internal repository of time-saving, self-service resources, such as templates for documents, presentations, press, and social media, for policy communications. Having all these resources in one place enabled partners to work more efficiently and independently. Using HTML/CSS, I designed and developed modular design components, which allowed me to reuse code and create a responsive web page.

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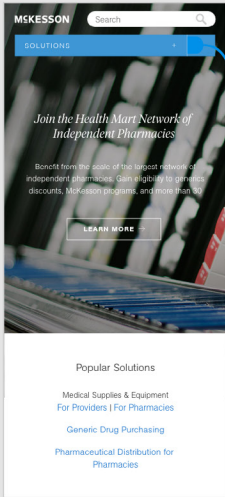


ARIA COMPANION APP DEMO

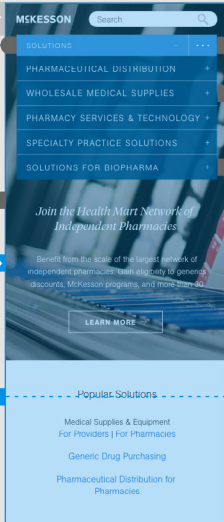
Animation, UX/UI

Video demo of Facebook Reality Lab's Project ARIA augmented reality glasses companion app. The product design team provided me product shots in Sketch, which I then exported and animated in Keynote for use in the 2020 Facebook Connect conference.

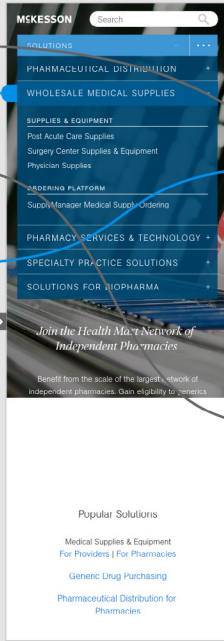
Mobile – Homepage – 1



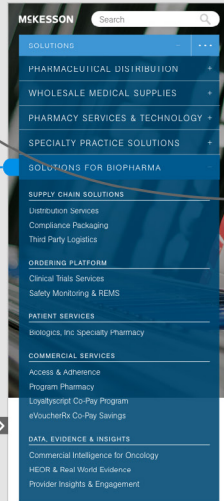
Mobile – Homepage – 2



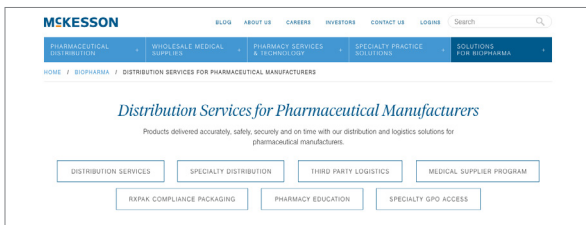
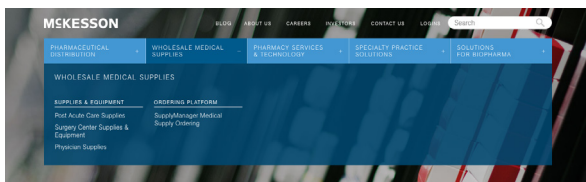
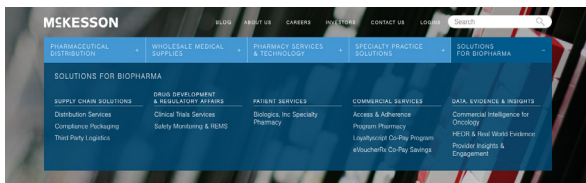
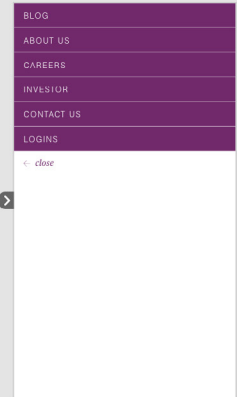
Mobile – Homepage – 3



Mobile – Homepage – 4



Mobile – Homepage – 5



MCKESSON.COM NAVIGATION BAR

Web & Mobile, UX/UI

Redesign proposal for the main navigation bar of the McKesson global site. The aim was to create a new look that was not only on-brand but also met UX/UI and accessibility standards. Animated prototypes were created in Adobe XD.

