

LUCY ZHANG

designer | developer

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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