

Hao Nan Peter Zhang

UX | Product | XR Designer

- With a solid foundation in architecture, I work as a UX/Product Designer, crafting engaging digital experiences across 2D & 3D interfaces. My passion lies in designing immersive spatial experiences that leverage extensive user research, blending storytelling with a product-oriented approach.

EXPERIENCE

New York University New York, NY Aug 2023 - Present
UX Designer

- **Designing rapid prototypes** for NYU websites, working closely with dev team to ensure prompt design changes and timely product delivery.
- Revamped undergrad website to **echo visual & brand identity** of existing grad website, adapting within existing framework to craft a distinguished aesthetic.
- **Streamlined information architecture** of key navigation pages, significantly boosting site traffic and noticeably reducing user confusion.
- Applied fresh UI patterns, upgrading site aesthetics while retaining familiarity.

OMTOU New York, NY May 2023 - Aug 2023
Lead UX Designer

- Led groundup UX design for a [city exploration app](#) that engages users through randomized location discovery, achieving 4.8/5 rating on App Store.
- **Overhauled critical screens** such as onboarding and navigation, resulting in a more intuitive user journey and increased user adoption.
- Updated mobile UI elements and implemented new **standardized design language** for brand consistency and improved usability.
- Collaborated closely with development team, promptly relaying design updates and addressing technical & business challenges in real-time.

Freelance UX Designer New York, NY May 2022 - Aug 2022

- **Delivered creative direction** for key client on two projects: cutting-edge robotics media lab based in Italy and installation exhibition in Shanghai.
- Forged distinct brand identity and logo for **robotics media lab**, effectively establishing a robust web presence and bolstering market allure.
- Explored spatial layout of robotics lab's physical manufacturing facility through visualizations, informing optimal utilization of site and improved user journey.
- Worked collaboratively with an exhibition team to create an innovative and interactive concept for a textile-based exhibition in Shanghai.

ZGF Architects Los Angeles, CA Aug 2020 - May 2021
Experience Designer

- Led renovation proposal for a Los Angeles cardiac research center, revamping layouts and details to prioritize user experience for researchers and patients.
- Collaborated with design partners for a master plan competition in Boston while leveraging architectural knowledge and experience design principles.
- Designed preliminary massing concepts for a campus amenities building, resolving landscape conditions to enhance the community user experience.

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EDUCATION

New York University
MPS in Interactive Telecommunications
New York, NY May 2024

Rice University
B.Arch & B.A. in Architecture
Houston, TX May 2022, May 2020

COMMUNITY

Bezi Fellow
New York, NY Feb 2024 - Present

- Outreach Lead for NYU Bezi Fellows.
- Advancing Bezi adoption and proficiency among students & professionals.
- Organize and lead monthly **meetups, workshops** and **speaker panels**.

MIT Reality Hack Organizer
Cambridge, MA Jan 2024

- Coordinated logistics for largest XR Hackathon with 600+ participants.

SKILLS

Design

User Research, Information Architecture, Wireframing, Prototyping, Visual Design, Usability Testing, Design Thinking, Storytelling, 3D-Modeling, Fabrication

Software

Figma, Unity, Bezi, Adobe Creative Suite, Rhino, Twinmotion, V-Ray, 3D-Printing, Miro, Notion, Arduino IDE, Stable Diffusion

Languages

English, Mandarin, HTML, CSS, JS, C++, C#