

BRIANNA JIAYI ZHAO

New York, NY | (601) 307-4697 | jz6108@nyu.edu | [Mushroom Art](#)

EDUCATION

New York University, Tandon School of Engineering, New York, NY Fall 2023 - May 2027
Bachelor of Integrated Design And Media Overall GPA: 3.716
Relevant Coursework: *User Experience Design (UI/UX)*, *Intro to web development*, *Intro to game development*,
Intro to media studies, *Digital Art 1 for non-majors*

PROJECTS

UI/UX Research & Prototyping Spring 2025

- Conducted user research
- Created wireframes
- Developed interactive prototypes to enhance usability and user experience.

Game Design Fall 2024

- Designed and developed interactive games
- Focusing on gameplay mechanics
- Visual design, and user engagement strategies.

Dynamic Web Design Spring 2024

- Built fully functional websites from scratch using HTML, CSS, and JavaScript.
- Implementing responsive layouts and optimized user interfaces.

EXPERIENCE

Product management and advertising analysis intern, **Shenzhen Renrenlian Technology** June 2024 - August 2024
ShenZhen, China

- Analyzed performance data from Facebook, Instagram, and Google Ads to identify trends and campaign effectiveness, and implement optimization strategies to increase click-through and conversion rates.
- Developed targeted ad concepts and copy aligned with audience insights, driving higher engagement across multiple platforms.
- Managed advertising budgets and reallocated spend based on performance metrics to maximize return on investment.
- Conducted user behavior and preference analysis to refine UI and personalize push notifications, improving user retention.
- Led product testing and usability evaluations to identify and resolve issues, optimizing user experience flows and ensuring smooth, high-quality updates.

TECHNICAL SKILLS

Familiar with: *Figma*(UI/UX design), *User Research*, *Advertising data analysis*, *Social media advertisement*, *HTML*, *CSS*, *Javascript*, *Procreate*, *Adobe Creative Suite*, *Interactive Web application*, *Printmaking*(Monotype, Screen printing, Linocut, Collagraph), *Chinese*(Mandarin)

Knowledge of: *Python*, *Java*, *p5.js*, *Gamemaker*, *Game design*(visual and technical), *DaVinci resolve*, *Blender 3d modeling*, *Photography*, *Sound design*,

Interest

Nail Artist, Mushroom Art