

# JINGXIN ZHU (JUDY)

UI & UX designer



## CONTACT

+86 15811399636

jing.judy.y@gmail.com

Shanghai, China

2001.12.30 Capricornus

## EDUCATION

**University of Westminster**

09.2023-01.2025

MA in Interactive Media Practice

**University of the Arts London**

09.2020-06.2023

BA in Media Communications

## SKILLS

- Language: Mandarin and English
- Computer Language & Software: MS Office, Adobe Software, Figma, XD
- Negotiation skills
- Problem-solving skills
- Organization and time management skills

## WORK EXPERIENCE

MARKETING INTERN

LONDON

**Popeyes Louisiana Kitchen UK**

07/2022-09/2022

- Designed market research questionnaires and conducted market research
- Observed the operation process and experienced the whole process of production in person
- Researched Competitive Products, including McDonald's and KFC, and wrote reports
- Assisted in the website construction and the design of the search engine

BARISTA

SHANGHAI

**Tim Hortons Food and Beverage Management Co., Ltd.**

01/2021-12/2021

- Learned the knowledge of coffee culture and provided customers with product introductions
- Collected customer feedback on products and made adjustments to improve product quality
- Participated in the production of a promotional video for new products and brand culture
- Developed communication skills during communicating with customers and work partners

MARKETING INTERN

SHANGHAI

**Yuanxuetong Education Technology Co., Ltd.**

05/2020-10/2020

- Responsible for social media management and official account article writing
- Completed the graphic design for the company, including the brand logo, banner, and poster
- Analysed the data of market sales, drew a flow chart of student sources, and conducted teaching quality satisfaction surveys
- Formulated appropriate marketing strategies to increase the brand value of the company to achieve a continuous increase in customer numbers