

# IRENE ZENG

Product Designer



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## EDUCATION

### University of Minnesota

EXPECTED MAY 2025

Bachelor of Science in Product Design

Minor in User Experience

3.94 GPA

University Honors Program

## TOOLS & SKILLS

### Design Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Figma · HTML/CSS · Miro · Procreate · SolidWorks · KeyShot

### Skills

User Research · Usability Testing · Market Analysis · Rapid Ideation · Concept Sketching · Wireframing · Prototyping · Storyboarding · Visual Branding

## RECOGNITION

### Medtronic Design Blitz (2024)

First Place Winner

### Biodesign Challenge (2023)

UMN Finalist; International Participant

## LEADERSHIP

### Design U Minnesota

Prototype Division Director

### Design Student & Alumni Board

Product Design Board Member

### Chinese American Student Association

Advisor · Marketing Chair

## EXPERIENCE

### University of Minnesota | Design Researcher

SEP 2024 - PRESENT

Designing an educational app for children with congenital heart disease, conducting usability tests, analyzing user data, and creating a functional prototype.

Collaborating with stakeholders, including children, parents, and healthcare experts, to develop a user-centered design.

### City of Saint Paul | Usability Consultant

SEP 2024 - DEC 2024

Conducted a heuristic evaluation and usability testing for the City of Saint Paul's website, guided by a research question and design principles.

Analyzed testing data and delivered a report and presentation with recommendations to improve accessibility and design.

### Sun Country Airlines | UX Design Intern

JUN 2024 - AUG 2024

Created 20+ web and mobile app mockups, improving UX based on user research (interviews, observations, and surveys).

Prototyped a proof-of concept mobile game, presenting designs to Executive Leadership to inform product direction.

### STEAM Bubble Toy | Product Designer

JAN 2024 - MAY 2024

Collaborated with a cross-functional team to design a novel STEAM bubble toy, leading to IP acquisition from a sponsor.

Incorporated user testing feedback to refine the prototype, branding, and visual presentations for a public showcase.

### University of Minnesota | Teaching Assistant

SEP 2023 - DEC 2023

Assisted professors of an introductory design course, Creative Design Methods, by facilitating class activities, providing insightful critique, and managing 200+ students' information.