

ZHUOLAN ZHANG

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Website: <https://www.zhuolan.design/>
Interior Design Portfolio: <https://issuu.com/zhuolan/>

EDUCATION

2015.05 - 2019.05
California College of the Arts | **Interior Design** | BFA
2020.05 - 2022.05
Pratt Institute | **Information Experience Design** | MS

HONORS / AWARDS

IIDA Student Campus Representative
Sozo Studio | Intern | **Excellent Employee**
Cal Academy | Night Life Exhibition | **Mood Booth**
MUSE Design Award - Sliver | **Spa Chameleon**
International Design Award | Winner of the Year | **Spa Chameleon**
Dacor Kitchen Contest | Runner-up Prize | **Visible Kitchen**
Adobe Creative Jam MTV | Second Place | **Black Hole App**

Skills

Design Skills

- Interior Design (multiple types)
- Graphic Design
- 3D Space Design
- Web & App Design
- Lighting Design
- Cabinet & Kitchen Design
- Material & Furniture Specification
- Space Planning
- Photo-real Rendering
- Human Flow & Interaction
- Wire-framing & Prototype
- Quantitative & qualitative Research
- Information Architecture
- Tree Testing
- Content Strategy
- Usability Elevations
- Lean Start-up Methodology

Technical Skills

- Vray Render
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effect
- Adobe XD
- Make 123D
- Office Suite
- Figma
- Rhinoceros 3D
- Grasshopper
- CNC/ Laser cut
- 3D Printing
- Sketch-up
- Revit
- Spexx
- AutoCAD
- HTML & CSS

Others

- Leadership
- Creative Problem Solving
- Lean Start-up
- Presentation
- English
- Chinese

WORKING EXPERIENCE

2019.06 - 2020.08
NICOLEHOLLIS | **Design Assistant**

High-end hospitality design studio

- Created and prepared architectural drawing sets
- Worked in multiple team to design and delivery ideas and projects
- Rendered floor plan in Photoshop
- Tracked & sourced materials
- Modelled & rendered 3D spaces
- Designed spa, retail, fitness for 1st Hotel Hanalei Bay
- Designed furniture layout for Kona Village
- Created specifications for FF&E and architectural materials

2018.05 - 2018.12

SOZO STUDIO | **Designer**

Modern kitchen and cabinet design company

- Met with clients
- Worked in a team of 5 to delivery product and manufacturing schedules
- Provided design drawings, CAD drawing
- Finalized hardware schedules
- Specified construction details
- Sourced materials to present furniture, fabrics, and for project presentations.
- Organized & maintained sample library
- Updated spreadsheets and schedules
- Assisted on site measurements
- Created and maintained project Binders
- Contacted vendors and subs for pricing & lead times
- Three finished products, and participated in designing kitchen for multi-family

2017.05 - 2017.08

Rocky Design | **Design Assistant**

Commercial and residential interior design company

- Practiced professional CAD drawings
- Designed graphic layout for client presentation
- Worked on logo design, table design, etc.

2016.04 - 2016.09

Painting & Calligraphy Academy | **Teaching Assistant**

Art training school

- Organized events
- Assisted students for their art pieces
- Worked on graphic design for events

SELECTED WORKS

2020.09 - 2020.12
VIABLE WEST | **Designer/Strategist (Team of 3)**

Redesign web project of an existing art event platform

- Conducted a questionnaire with 76 responses and 6 interviews with 2 professionals in the field and 4 art lovers.
- Conducted card sorting with 11 responses and tree testing with 7 participants.
- Analyzed the data to understand the usability of the website.
- Conducted competitor analysis.
- Designed delivering the final prototype that supported the completion of 4 tasks.

2019.01 - 2019.06

Hatch | **CFO/Strategist/Designer (Team of 4)**

Entrepreneurship Project: Peer-to-peer skills-exchange platform

- Conducted interviews to come up with business idea.
- Recruited people through different marketing strategies.
- Designed, launched, and tested out our minimal viable product.
- Validated assumption about user behavior and business concept.
- Developed business model canvas.
- Wrote manifesto.
- Researched market size (SOM, SAM, TAM).
- Created marketing funnel digram and calculated break even point.
- Developed growth strategy, revenue model, cost model, etc.
- Designed and delivered the final minimal viable product that supported the completion of 4 tasks: learning and sharing, suggest peers, connect, chat.
- Analyzed the data to understand the usability of the mapping.
- Conducted competitor analysis.
- Pitched to the investor.

2019.01 - 2019.06

Mood Booth | **Designer/Manufacturer (Team of 4)**

An Interactive set at Cal Academy of Science Nightlife exhibition

- Designed and successfully launched an interactive mood booth in the exhibition.
- Created a mood detecting box where participants can enact as the AI.
- Tested the prototype to understand the usability problems and experience flow.
- Manufactured the mood booth and planned out shipment to the site.