

# RACHEL ZHANG

## CONTACT

(+61) 468 577 649

RACHELYIZHANG@GMAIL.COM

UXFOL.IO/RACHELYIZHANG

## PROFILE

I am a digital jack of all trades with over 12 years experience working in project management, with a focus on psychology, design thinking and user experience design.

I love to get things done whilst having some good bants.

## SKILLS

- Project management
- Change management
- Product lead
- Process implementation
- Stakeholder communication
- People leadership
- Technical proficiency
- UX / CX
- Research
- User testing
- Workshops
- Design (Wireframes and prototypes)

## EXPERIENCE

**PRINCIPAL EXPERIENCE CONSULTANT**  
EMPIRED | MARCH 2020 - CURRENT



- Re-designing of the complete Parliament of Victoria Website. Creating new IA, user flows, wireframes and click-through prototypes.
- Facilitating user testing, analysis and design workshops to deliver on key insights through design
- Responsible for leading Design Thinking and Human Centered Design for internal and new business
- Analyse, define and scope business requirements for internal and new business
- Implementing processes to improve efficiency of the Design team

**HEAD OF DIGITAL / CO-FOUNDER**  
YUZA | MARCH 2019 - CURRENT



- Recruited by Super Retail Group as a consultant to train, mentor and up-skill the internal digital team on UX maturity through processes, tools and skills.
- Creating and facilitating workshops (training, discovery, retrospectives)
- Managing a design team of 3 senior designers
- Acting Product Owner for client and in grooming the backlog of priorities and developing user stories.
- Managing stakeholders with cross-functional teams across all three sub brands in Super Retail Group
- Collaborating with stakeholders to ensure the strategy and approach for initiatives were aligned

**DESIGNER IN RESIDENCE FOR UX DESIGN**  
ACADEMY XI | JUNE 2020 - CURRENT



- Part of the founding team for Academy Xi's new mentoring program - Designers in Residence (DIR),
- Provide ongoing mentor support for students across the duration and completion of the full time User Experience Design course.

## TOOLS

### Design

- Sketch
- InVision
- Axure
- Miro

### Project Management

- JIRA
- Confluence (wiki)
- Planview (ERP)
- Sharepoint

### Technology

- Adobe Experience Manager
- Adobe Experience Cloud
- Marketo
- Google Analytics
- Adobe Test & Target

## EXPERIENCE

### SENIOR UX DESIGNER

RMIT | SEPTEMBER 2019 - MARCH 2020



- Designed a new Career Search tool as an additional pathways to study, from research through to design
- Created technical specifications to assist with development
- Designed a new AEM templates (Short courses and booking system) for an existing legacy subsection of RMIT
- Production of concept sketches, wireframes and prototypes

### EXPERT IN RESIDENCE FOR UX DESIGN

GENERAL ASSEMBLY | SEP 2017 - AUG 2019



- Provided support for students to ensure the curriculum provides relevance and value,
- Facilitated a safe, interesting and supportive learning environment for students to question and learn.

### DIGITAL EXECUTIVE PRODUCER

303 MULLENLOWE | SEPT 2017 - MAR 2019



- Lead project manager across large backend and CMS system builds for Audi Australia. Budgets for projects range from \$30K to \$250K (AUD)
- Providing UX support for Audi Australia builds and custom tools
- The training and implementation of new BAU processes reduced production issues by 80% in the first quarter and increased the retainer budget for 2018 by 15% to \$94K.

### AEM PROJECT MANAGER

WESTPAC | MARCH 2016 - DECEMBER 2016



- Experience and proficiency in migrating Alterian Morello to AEM (6.1 and 6.2)
- Onboarded and trained internal stakeholders on the new process within JIRA
- Collaborated with stakeholders, CX and design team to define problems and create new customer centric solutions within AEM

## INTERESTS

- Yoga
- Meditation
- Getting buff
- Studying Nutrition PN1 Cert
- Ru Paul's Drag Race
- Autobiographies
- Analogies, ask me for one

ROHEL  
ZHANG  
UX / DIGITAL

## EXPERIENCE

### PROGRAM MANAGER

GOOGLE | JUNE – SEPT 2015 (LONDON)



- Assisted in the embedding of a third party agency within Google Brand Studio
- Audited all existing processes and management tools Interviewing management teams from both Google and agency to capture what is working well and areas for improvement
- Created process flows, briefs, estimates, project burn and amend tracker templates
- Organised post project implementation reviews to capture feedback to continue to optimise the new process.

### TECHNOLOGY PROJECT MANAGER

AKQA | DEC 2013 –APRIL 2015 (LONDON)



- Worked across a range of clients including M&S, World Gold Council, Dyson, Energy Futures and TASSIMO.
- Projects included site design updates, digital and social campaign launches, integration app testing and localisation of sites across 17 markets.
- Project budgets ranged up to £220K
- Defined a new BAU Support process for the newly won TASSIMO business, including creating Support Guide documentation, process flows and SLA Agreements across 17 markets
- Reduced the existing backlog of 400 tickets down to 200 in the period of 9 months
- Liaised directly with all 3rd party suppliers which all manage separate functionality of the sites

### PROJECT MANAGER

M&C SAATCHI | FEB 2011 - SEPT 2013



- Managed the production of digital assets, including standard and rich media banners (within platforms such as MediaMind and DoubleClick), eDMs, rich media campaigns, display advertising, websites, iOS apps and custom gadgets
- Project Manager across the Vivid Sydney and Sydney Opera House Frontrow Youtube gadget
- Clients include Google, News Ltd, CommSec
- Commonwealth Bank of Australia, Nestle, Purina, Pizza Hut, Westfield, Freedom, Pacific Brands, Eftpos

## REFERENCES

Available on request

**Patryk Pawlowski**

UX Team Manager  
RMIT (Melbourne)

**Charles Rallings**

Head of Customer Experience  
303 MullenLowe (Sydney)

**Grant Maskell**

UXD Lecturer  
General Assembly (Sydney)

**John Kolovos**

Senior Project Manager/Team  
Lead  
Westpac (Sydney)

**Clara Rivera**

Digital Marketing Executive  
Google (London)

**Hanna Apperly**

Program Director  
AKQA (London)

**Sharon Lewis**

Executive Producer  
M&C Saatchi (Sydney)

## EDUCATION

**USER EXPERIENCE DESIGN**

GENERAL ASSEMBLY | 2017

**BACHELOR OF BUSINESS (ADVERTISING)**

APM COLLEGE | 2011 - 2013

## AWARDS

**WESTPAC**

CONSUMER AND BUSINESS DIGITAL QUARTERLY FORUM  
TEAM AWARD  
DEC 2016

**ADMA / AWARD**

MULTIPLE AWARDS FOR FRONTROW AT VIVID SYDNEY X  
GOOGLE  
JAN 2013