

CICI ZHONG

Product Designer

cicizhong368@gmail.com | cicizhong.com | www.linkedin.com/in/cici-zhong-66200b1aa

Education

Cornell University

M.S., Human Centered Design

Concentration on Interaction Design

Minor in Information Science

Ithaca, NY | 2023 - 2025

Pratt Institute

B.F.A., Interior Design

Minor in Media Study and Art History

Brooklyn, NY | 2019 - 2023

Publications

Acadia 2024 Conference

Design and Usability Assessment of VitaTable: Enhancing Confidence and Daily Engagement in Older Adults with MCI.

Jiwen Zhong, Mingming Zhao, Danqing Xie, Yichong Xu, Saleh Kalantari

SIGRADI 2024 Conference

Flashwing: A Kinect-Based Body Motion-Control Game Interaction In Student Commons

Mingming Zhao, Jiwen Zhong, Lejia Cao, Claire Ahn, Saleh Kalantari.

Skills

Design

Product design | Design thinking | UX strategy | User Flows | Design System | Wireframe & Prototyping | Mock-Ups | Data Visualization | Motion Graphics

Tool Set

Figma | Adobe Suite | ProtoPie | Microsoft Office | Touch Designer | Unity

Research

Heuristic Evaluation | Interview | Usability Testing | Experimental Design | Task Analysis & Persona hypothesis | Journey Mapping | A/B Testing

Experience

Remote | 05.2024 - 01.2025

UI/UX Designer | HugMed

- Designed an **IoT-based** Smart Sticker system that attaches to pill boxes to **remind older adults to take medications** on time and automatically **record intake status**.
- Led a team of designers in developing the **mobile and web portals** from **0-1**, including ideation, information architecture, wireframes, mockups, and interactive prototypes.
- Conducted user research with older adults and clinicians to uncover key issues such as forgetfulness, poor communication with clinicians, and over-reliance on caregivers.
- Designed a **step-by-step reminder setup flow** and a **one-tap medication logging feature**, reducing the setup time by **30%** and enabling older adults to easily record intake without complex interactions.
- Produced and iterated an **intake visualization system** that enables caregivers and older adults to quickly interpret medication adherence at a glance, reducing user comprehension time by **25%** compared to the initial prototype.
- Balanced **usability and accessibility**, ensuring that the interface remains intuitive and easy to navigate for older adults with limited technical experience.

New York, NY | 05.2024 - 08.2024

UI/UX Designer | Urban Furnished

- Designed the **end-to-end booking experience** and **unified brand narrative** for a mid-term housing platform website, streamlining decision-making to enable faster and more confident bookings.
- Conducted interviews with customer support teams to identify renter needs and pain points, uncovering key priorities such as **pricing transparency, neighborhood context, and decision simplicity**.
- Redesigned the website information architecture to help users narrow choices efficiently by location, price, and amenities, reducing decision-making time by **30-40%**.
- Improved trust and usability through **clear policy display, transparent pricing breakdowns, and structured amenity listings**.
- Collaborated** with SEO and marketing teams to optimize content hierarchy and meta descriptions, enhancing search visibility and organic traffic from **30% to 50%**.

Ithaca, NY | 01.2024 - 08.2025

Research Assistant | Design + Augmented Intelligence Lab (DAIL)

- Led a mixed-methods study** examining how task structure influences social interaction, engagement, and relationship bonding in **social VR** environments.
- Develop VR games** aimed at enhancing social interactions and emotional regulation for older adults using Unity.
- Conducted systematic review** to investigate the impact of **multiplayer games on older adults** and identify key factors that influence their motivation to engage in gameplay.

Beijing, China | 05.2022 - 08.2022

Interior Design Intern | Chenguang Shouxing Architectural Decoration Co.

- Conducted **quantitative research on guest preferences** to inform the refurbishment strategy and ensure alignment with the hotel's brand and location.
- Co-planned the room layouts in AutoCAD, optimizing spatial configurations to **enhance guest experiences** and meet user needs effectively.

Shanghai, China | 05.2021 - 08.2021

Landscape Design Intern | L&A Design Group

- Collaborated on the transformation of an old factory site into a vibrant commercial and tourist destination, **revitalizing the client's brand** and **enhancing community engagement**.
- Conducted **user-centered site analysis**, assessing proximity to key features such as a river and residential areas.