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QING ZHAO

UI + UX | CRO | FRONT-END DEV

## CAREER DEVELOPMENT

### SENIOR DEVELOPER + UI/UX/CRO SPECIALIST

FOUND SEARCH + MARKETING

July 2012 – Present

- **Onboarded and currently managing three (3) front-end developers** during a quarter of rapid company growth, when my team also onboarded eight (8) new clients
- **Currently innovating with clients and internal teams** on paid media campaigns, where I wireframe, design, copywrite for, develop, A/B test, and create reports for landing pages  
→ **Received multiple contract renewals and annual increases (~100%)** to client budgets for both marketing campaign usage and expanding our landing page services
- **Collaborated with VP of Product Strategy** to extend our conversion rate optimization (CRO) expertise to standalone services, creating and implementing a market-readiness plan
- **Maintained legacy projects with clients over a decade-long span**, including: landing page builds/tests, website design/development, HTML email marketing, and PPC display ads
- **Designed/Developed all company branding**, including: logo, branding guidelines, organic Wordpress website, Hubspot blog, landing pages, print materials, event assets, and swag

### WEB DESIGNER

APOGEEINVENT 2011-2012

- **Designed/Developed** dynamic websites using HTML, CSS, and JS, for various client industries (e.g. auto, food)
- **Collaborated** with clients and internal depts/team members from kickoff calls to final QA/launch
- **Animated/Coded** Flash modular website components and videos

## PROFESSIONAL SKILLS (MAC, PC, LINUX)

Adobe Creative Suite

UI + UX Design

Wireframing + Prototyping

Conversion Rate Optimization (CRO)

Landing Pages + Lead Generation

A/B + Multivariate Testing

HTML+ CSS + JS

PHP + MySQL + XML

Unbounce + Hotjar + VWO

User Research + Analytics

Responsive Web Design

File + Speed Optimization

## PERSONAL SKILLS

**ORGANIZED:** I easily multitask with prioritization in mind while working under numerous deadlines/in fast-paced scenarios.

**RESULTS-DRIVEN:** I devote 110% (often called “extra” by others) and aim to not just meet goals/metrics, but surpass them.

**VERSATILE:** I’m a quick learner who’s comfortable working with a comprehensive list of programs, languages, and platforms.

**DETAIL-ORIENTED:** I pay thorough attention to every aspect and facet of a client and/or project.

**COMMUNICATOR:** I am comfortable conveying ideas and concepts in visual, verbal, and abstract formats.

**ADAPTABLE:** I strictly adhere to branding guidelines and have both created and worked with numerous design libraries.

## EDUCATION

**PURDUE UNIVERSITY** – BACHELOR OF SCIENCE, COMPUTER GRAPHICS TECHNOLOGY

West Lafayette, IN

2006 - 2010