

# ALINA ZHANG

An MBA candidate in Design Strategy at California College of the Arts (CCA) with a background in interactive media, psychology, and market research from Northwestern University, I bring a perceptive, cross-disciplinary approach to multimedia product design. I've built up rich internship experience across diverse industries, creating novel design solutions for brands including CHANEL and Google's X The Moonshot Factory. I embrace a deep understanding of how things come together, and I am eager to transform unmet needs into delightful user experiences.

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## SKILLS

### Software Skills - Design

Adobe Photoshop  
Adobe InDesign  
Adobe AfterEffects  
Adobe Premiere Pro  
Autodesk Maya  
Blender  
Figma  
Procreate

### Software Skills - Data

Google Suite  
Microsoft Office  
RStudio

### Industry Skills

User Experience Design  
Product Design  
Industrial Design  
Interaction Design  
3D Modeling  
Motion Graphics  
Rapid Prototyping  
User Experience Research  
Usability Testing  
Consumer Insights  
Brand Strategy  
Project Management

### Languages

English  
Chinese - Mandarin  
Chinese - Cantonese  
Japanese

## EXPERIENCE

### Lead Product Designer - A.I. x Health Design Sprint

Sep 2024 - Nov 2024

Semi-Secret R&D Tech Leader (NDA) | Mountain View, CA

- Led industrial product design for OpO, a proactive therapeutic device paired with AI-driven app to address anxiety through haptic feedback and CBT-based lessons
- Developed high-fidelity 3D renders, motion graphics, and foundational app IA to drive prototype iteration, validating client's ongoing innovation in AI chat therapy
- Collaborated with 5-person team to conduct user research with 20 participants, identifying \$30.6B market gap and demonstrating 75% interest in product adoption

### Lead Product Designer; UX Researcher

Sep 2024 - Dec 2024

CCA - Market Insight Studio | San Francisco, CA

- Collaborated with team of 3 to design "Teach Me How to Wedding," a card game fostering open dialogue for couples to explore personal values beyond conventions
- Conducted 4 in-depth ethnographic interviews to identify key themes, values, and unmet needs, informing a user-centric design solution
- Led product design through 3 iterative prototypes, testing with 4 couples to achieve a 100% adoption rate and securing support for further go-to market development

### Creative Research Specialist

Jul 2024 - Aug 2024

Chanel | Hong Kong

- Developed 8-week multimedia research project exploring novel intersections between fashion and circularity: mixing and (mis)matching lived, loved fabrics, reimagining "waste reduction" as "symbiotic invention"
- Culminated findings into original short film + fabrics artwork presented to Asia-Pacific Region Strategy & Insight, Planning & Governance teams, pivoting marketing initiatives facing young, eco-conscious consumers

### CASE Intern - Prospect Research

Jun 2023 - Jul 2023

School of the Art Institute of Chicago | Chicago, IL

- Analyzed post-graduation data on 1500+ arts alumni and consolidated key insights on academic strength, career preparedness, and financial aid to inform advancement efforts on supporting equitable alumni development
- Designed and delivered comprehensive presentation for internal partners, complete with data visualization, statistical programming, and research insights

### Conceptual Design Supervisor

Feb 2023 - Jun 2023

Studio 22 Grant Film "Virgin, F, 21" | Evanston, IL

- Developed artistic vision for live-motion+animated film through integrated concept design, debuting as finale feature at largest on-campus film festival
- Worked cross-department on keyframe design and animation, on-set art, production design, and film poster design, blueprinting style and coherence while managing 5-month project timeline

## EDUCATION

### California College of the Arts

MBA in Design Strategy

May 2026 | San Francisco, CA

**Bernard Osher Grant  
Departmental Scholarship**

### Northwestern University

B.A. in Film & Psychology,  
minor in Advanced Japanese,  
certificate in Integrated  
Marketing Communications

June 2024 | Evanston, IL

**Cumulative GPA: 3.99/4.00  
Magna Cum Laude  
Dean's List 12 of 12 quarters**