

Zibo Chen (he/him)

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Portfolio: www.ziboxdesign.com

Education

Art Center College of Design

Expected May 2026 (Available for full-time starting June 2026)

- MFA Media Design Practice

University of California, Santa Cruz

2018 - 2022

- BA in Film & Digital Media

Professional Experience

Product Designer, 24 Hour Home Care x ArtCenter Sponsored Studio

January - Present 2026

(This is a company sponsored studio that will conclude when I graduate in May)

- Co-led end-to-end product development of 24 Hour Home Care's Family Portal, a service platform supporting families in managing disability care workflows
- Designed and prototyped key product features including authorization tracking, caregiver matching, visit history, and AI assistant feature to streamline decision-making and improve service accessibility
- Translated stakeholder and user research into product requirements and feature definitions, identifying gaps in authorization visibility, care coordination, and communication in a regulated environment
- Built an accessible UI component system and developer-ready documentation aligned with brand and compliance requirements

Creative Design Intern, Experian (In-house Agency: The Cooler, Award-winning team)

May - August 2025

- Co-led the strategy and visual direction for Experian's organic social post proposal based on trend research, incorporating generative AI tools in the creation of final visual assets published across social platforms
- Contributed to brand design for the Big Financial Friend (BFF) campaign by designing DEI BFF event swag with generative AI, animations for the sizzle reel, and the BFF Social Image series
- Created branding logos for Experian Car Command, leading design from concept to client-ready assets
- Co-led Augmented Reality (AR)/Game initiative, defining direction and prototyping gamified social experiences featured in The House of Experian at the Out & Equal Summit

Experience Design Researcher, Art Center College of Design

June - August 2024

- Co-designed a dynamic, transient art event space themed, Designing With People
- Prototyped interactive HCI experiences integrating motion tracking, projection mapping, and digital effects
- Produced AR-based digital blueprints and supported physical prototyping through material and technology testing

Digital Design Intern, Capgemini

July - October 2022

- Contributed to the white paper on employee experience design for the BMW Brilliance Automotive project, offering actionable insights to enhance user engagement
- Designed and digitally visualized workshop project flow and site layout planning of Shiseido
- Designed and typeset the white paper of Capgemini 2022 Technovision
- Took on product management responsibilities, organizing and leading morning briefings for architects

Digital Media Intern, Huayi Brothers Fashion (Shanghai) Culture Media Co.

January - March 2021

- Managed and optimized artists' digital presence across multiple social media platforms
- Assisted in video shooting and editing, and producing high-quality visual content for promotional materials and social media campaigns
- Supported artist career planning and media production, from strategic development to pre/post-production

Volunteer Experience

Co-founder and President, UCSC Chinese Union (American 501C-3 NPO)

Sep. 2018 - Dec. 2022

- Led a 60-member team across five departments, securing \$40K+ in sponsorships through strategic partnerships. Oversaw social media strategy and organized major events supporting international student engagement and community building.

Licenses & Certifications

- Google UX Design Professional Certificate (Google) Jan. 2026
- Human Subject Certification (CITI Program) Oct. 2024

Others

Technical Skills: TouchDesigner, Arduino, Unity, Blender, Processing, JavaScript, Figma, Adobe Creative Suite, CapCut, HTML, CSS, ChatGPT, Midjourney, Runway, Kling AI, Veo3, Sora 2, Suno

Languages: Chinese (Native), English (Fluent)