

Hulda Zheng

Marketing Leader, Brand + CX Designer, & Community Builder

A passionate, growth-driven executor & strategist dedicated to enabling delightful customer and prospect experiences, with a vested interest in advancing purposeful products and growing community-first startups.

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EXPERIENCE

Marketing & Creative Director, **StartupTree**

May 2021 - Present | Remote

Launched and manages the Collective Minds community from 0 to 300+ active members in one year. Conducts outreach, promotion, and facilitation of best practice webinars nurturing 100+ leads/month. Leads end-to-end B2B SaaS sales process from outreach to demos to closes. Researches, designs, and iterates UX/UI designs for new features + product upgrades.

Freelance UX/UI Designer & Workshop Facilitator, **Wild Oscar LLC**

February 2021 - June 2022 | Remote

Specializes in UI/UX and creative problem solving on a project-basis to create alignment among product teams through design workshops. Facilitates remote workshops, prototypes product concepts, and generate assets for user testing. Previous clients include Sonos.

Vice President, **NU Entrepreneurs Club**

September 2020 - May 2021 | Boston, MA

Managed an executive board of 23 at Northeastern's largest student organization of 1000+ active community members. Led, mentored, and guided Marketing (branding, social media, and content creation), Community, and the Embassadors program teams. Hosted 40+ events across 4 programs with record-breaking attendance and virtual engagement.

Design Strategist + Studio Designer, **Scout Studio**

September 2020 - May 2021 | Boston, MA

Researched, prototyped, and tested creative solutions for improving engagement experiences in the local community in partnership with the City of Boston Mayor's Office. Designed a complete brand strategy and marketing website for startup client, Worksense.

Founder, **CollaboRoute**

March 2020 - December 2020 | Boston, MA

CollaboRoute is a collaborative planning and booking app that aims to solve the frustrations of group travel. Led customer research, product discovery, prototyping, and business strategy. Finalist at Boston's Husky Startup Challenge.

User Experience Design Co-op, **Bose**

January 2020 - June 2020 | Framingham, MA

Ideated and prototyped innovative audio experiences on the Visioneering team at Bose Labs, a team dedicated to generating new product experiences. Collaborated with multiple teams on 16 cross-functional projects, with major contributions to 4 and as the solo designer on 1.

Web & Creative Co-op, **Imprivata**

January 2019 - June 2019 | Lexington, MA

Led branding, marketing, + distribution for company-wide hackathon. Conducted UX research to improve website conversions. Managed photography overhaul. Organized, shot, + edited three videos for company initiatives. Designed collateral content for all marketing needs.

EDUCATION

Northeastern University

B.S. in Business Administration (Marketing and Experience Design | Boston, MA

GPA: 3.9/4.0 | Graduated Summa Cum Laude

Relevant Coursework: Consumer Behavior, Typography 1 & 2, Market Research

Swinburne University of Technology

Study Abroad | Melbourne, AUS

Relevant Coursework: Brand and Identity Design, Interaction Design for Web

DOC: Immersive Storytelling

Study Abroad | Toronto, CA + Sheffield, UK

Relevant Coursework: Video Production, Augmented Reality, Virtual Reality

The Ursuline School

High School Diploma | New Rochelle, NY

SKILLS

Full-Funnel Growth Marketing
User Research
Wireframing + Prototyping (Figma, Adobe)
UX/UI Design
Branding Design & Brand Strategy
B2B SaaS Sales Process
Demand Generation
Email Marketing (Mailchimp, Hubspot)
Event Production (Zoom Webinar)
Community Building

INTERESTS

Startups
Journaling
Travel (Buenos Aires, Barcelona, and more)
Language Learning
Multi-Genre Playlists
Card + Board Games
Data Visualization Essays
Ceramics