

# Hulda Zheng

Marketing Leader, Brand + CX Designer, & Community Builder

A passionate, entrepreneurially-minded individual with a love for wonderfully intuitive experiences and a vested interest in the ties between design thinking, product development, and community building.

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## EXPERIENCE

### Marketing & Creative Director, **StartupTree**

May 2021 - Present | Remote

Leading marketing, designing product, and building community. Launched a community-first marketing strategy focused on engaging both existing and prospective customers. Leads outreach, campaigning, and facilitation for monthly webinars and community meetings. Executes end-to-end user research, prototyping, and user testing for new product features.

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

February 2021 - Present | 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 | Framingham, 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 | Graduated Summa Cum Laude  
**Relevant Coursework:** Consumer Behavior, Typography 1 & 2, Market Research

### **Swinburne University of Technology**

*Semester 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

Creative Brand Strategy  
User Research  
Wireframing + Prototyping (Figma, Adobe)  
Experience Mapping (Miro)  
UX/UI Design  
Collateral Design  
Marketing Demand Gen Strategy  
Email Marketing (Mailchimp, Hubspot)  
Event Production (Zoom Webinar)  
Community Building

## INTERESTS

Startups  
Journaling  
Slow Travel  
Organizational Culture  
Multi-Genre Playlists  
Card + Board Games  
Data Visualization Essays  
Chalk Pastels