Junheng Zheng

Design Engineer focused on Product Design, Frontend Systems, and AI Tools.

347-863-2836 | jz7259@g.rit.edu | linkedin.com/in/junhengzheng | junheng.dev

EDUCATION

Rochester Institute of Technology – 3.7 GPA   Rochester, NY
Bachelor of Science in Web and Mobile Computing   *August 2022 – December 2026*

EXPERIENCE

Freelance – *Design Engineer*   Feb 2026 – Present
- Built and scaled a design studio generating **5-Figure ARR** delivering websites for award-winning authors.
- Maintained a 2-week sprint cycle per client by leveraging AI tooling, reusable component systems, and a streamlined Figma-to-code handoff workflow.

Liberty Mutual Insurance – *Design Engineer Intern*   May 2025 – Aug 2025
- Collaborated with designers and developers to build and scale an internal design system using React, TypeScript, and Storybook, personally increasing the component library by **50%**.
- Conducted QA checks between the developed components and Figma Library, increasing visual and functional consistency across platforms by **60%**.
- Led early research on AI and **Model Context Protocols (MCPs)** within Liberty's CFT enterprise UX team, analyzing UX implications and presenting findings to **20+** directors, designers, and developers.

Tiger Snack Box – *UI/UX Designer*   Feb 2025 – May 2025
- Owned the full UX process for PACK!, a mobile game serving **3,000+** consumers, from synthesizing **150+** qualitative insights into design decisions to delivering **6+** annotated user flows for engineering handoff.
- Collaborated with designers, PMs, and mobile developers in an agile team, balancing user needs against business constraints across multiple sprint cycles.

D&D Motor Systems – *Design Engineer Intern*   Aug 2024 – Dec 2024
- Delivered a full client-side redesign that drove a **23%** lift in engaged sessions, **17%** more engaged views, and a **70%** SEO improvement, validated via Google Analytics.
- Developed with HTML, CSS, JavaScript, and PHP, utilizing Figma for wireframing and prototyping.
- Optimized and refactored over **7000** lines of legacy code improving backend Point of Sale (POS) systems.
- Utilized surveys, analytics, and heatmaps throughout design iterations to produce an in-depth case study that resulted in a successful website redesign.

Headstarter – *Software Engineer Fellow*   Jul 2024 – Aug 2024
- Built 5+ AI applications and APIs using Next.js, OpenAI, Pinecone, and StripeAI, achieving **98%** accuracy, as demonstrated by **1,000** users.
- Developed projects from design to deployment leading 4+ engineering fellows using MVC design patterns.
- Coached by Amazon, Bloomberg and Capital One engineers on Agile, Git and microservice patterns.

PROJECTS

Balance | *Figma, SwiftUI, Kotlin*
- Designed and iterated 6 high-fidelity screens and edge cases using Figma, implementing a design system that improved perceived emotional clarity and usability for early testers.
- Conducted follow-up usability testing with 10+ participants, measuring satisfaction rate and iterating based on feedback.
- Developed the finalized application in both SwiftUI and Kotlin.

SKILLS

Languages: HTML, CSS, JavaScript, TypeScript, PHP, SQL, Python, Java
Frameworks and Technologies: React, Next.js, Flutter, Tailwind CSS, Vite, MongoDB, MySQL, Neo4j, Storybook
Tools and Software: VS Code, Figma, GitHub, FileZilla, Adobe Photoshop, Adobe Illustrator, Inventor 360
Core Skills: Frontend Development, UI/UX Design, Full-Stack Development