

career

→ Senior Content Strategist and Project UX Lead @ Nava PBC, 12/2022–present

- Leading UX efforts for part of the consumer experience on Healthcare.gov, including the development of a consumer-facing AI tool for filtering plans, significant enhancements to the plan details pages, a revamp of the local-help finder, a redesign of an eligibility checker, and improvements to other key steps in the user journey
- Led content strategy on efforts to improve the digital user account experience for Medicare.gov, including revamps of the premiums and claims sections that resulted in improved user experience
- Played a key design role on a successful bid for a 3-year, \$23 million contract
- Led content strategy for a revamp of the claims experience on Medicare.gov

→ Senior Director of Communications @ Duke University Graduate School, 3/2014–11/2022

- Led 2 revamps of the school website, including UX and content
- Built a digital guide to help graduate students report harassment and discrimination
- Developed and executed communication and content strategy
- Oversaw executive communications for Graduate School dean
- Advised the dean on a wide variety of issues as a member of the school's senior staff
- Wrote and edited 3 successful grant proposals (\$3 million total)
- Led the development of The Graduate School's 10-year strategic plan
- Built the school's communications operation from scratch
- Provided writing, editing, design, photo, and video support
- Served as liaison for media inquiries on topics related to graduate education
- Supervised communications interns

→ Assistant Director of Communications @ UNC Eshelman School of Pharmacy, 3/2007–3/2014

- Co-led the development, redesign, and day-to-day management of the school's website
- Developed and implemented communication and content strategies
- Provided writing, editing, design, photo, and video support
- Created and managed the school's social media presence and mobile app

→ Graphic Designer @ Koroberi (B2B ad agency), 8/2006–3/2007

- Designed website mockups, ads, posters, packaging, brochures, and other marketing material

→ Graphic Designer @ DESTINY Traveling Science Learning Program, 1/2006–8/2006

- Designed graphics and layouts for high school science curriculum modules, as well as promotional material

→ Lead Sports Designer/Copy Editor @ The Herald-Sun newspaper (Durham, NC), 6/2004–12/2005

- Planned, developed, and managed special projects for the sports department
- Developed daily and special sections, including planning, design, editing, and writing
- Led and mentored a team of designers/copy editors

John Zhu

Strategic Communication, Design,
Writing, Editing, Web Development

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Portfolio johnzhu.com
LinkedIn linkedin.com/in/zhujohn

career (continued)

→ Sports Designer/Copy Editor @ The State newspaper (Columbia, SC), 11/2003–5/2004

- Designed pages, created graphics, and edited stories for the daily sports section and special sections

→ Sports Designer/Copy Editor @ The Herald-Sun newspaper (Durham, NC), 7/2000–10/2003

- Designed pages, created graphics, and edited stories for the daily sports section and special sections
- Occasionally wrote game stories and sports features

→ Sports Correspondent @ The Herald-Sun newspaper (Durham, NC), 8/1997–7/2000

- Covered high school, college, and professional sports events, as well as the 1999 Special Olympics

→ Adjunct Instructor @ University of North Carolina at Chapel Hill, 9/2017–5/2020

- Taught 3 semesters of Visual Communication and Multimedia, a graduate-level online course
- Taught 2 semesters of Digital Writing and Editing, a graduate-level online course

→ Podcaster @ Chinese Lore Podcasts (chineselore.com), 4/2014–present

- Producing podcasts that retell classic Chinese novels for English-speaking audiences

skills

→ SOFTWARE

- Figma
- Mural
- Confluence, Jira
- Adobe Photoshop, Illustrator, InDesign, Premiere
- Various audio and video editing software

→ WEB SKILLS & EXPERIENCES

- Content strategy, info architecture, taxonomy
- UX design, writing, and research
- WordPress, Drupal, Plone
- HTML, CSS, Javascript, PHP
- Google Analytics and Adobe Analytics

→ OTHER SKILLS & EXPERIENCES

- Project management (including Agile certification)
- Podcasting (chineselore.com)
- Writing and editing
- Data visualization/infographics
- Content strategy
- Strategic communication
- Social media management
- Photography and videography
- Science communication
- College-level asynchronous online teaching
- Style guides (particularly AP and Chicago)
- Native Mandarin and Cantonese speaker

education

→ MA in Digital Communication, University of North Carolina at Chapel Hill

→ BA in Journalism and Mass Communication, UNC-Chapel Hill

→ Google UX Design Professional Certificate, Coursera

→ Other Certificates: Generative AI (IBM via Coursera), Graphic design (Sessions.edu)

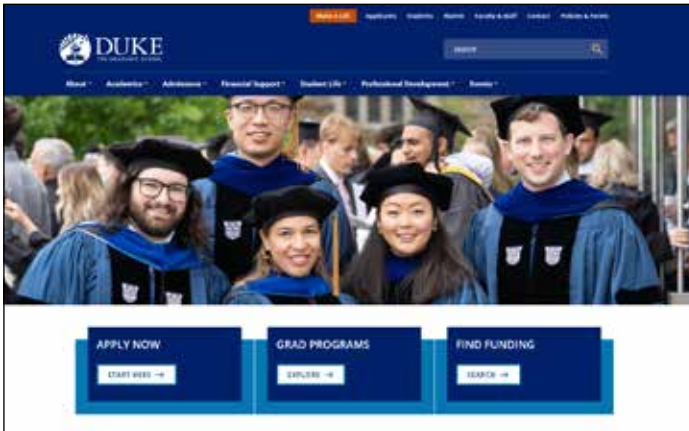
References available upon request

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web



More on my web development work at johnzhu.com/#web

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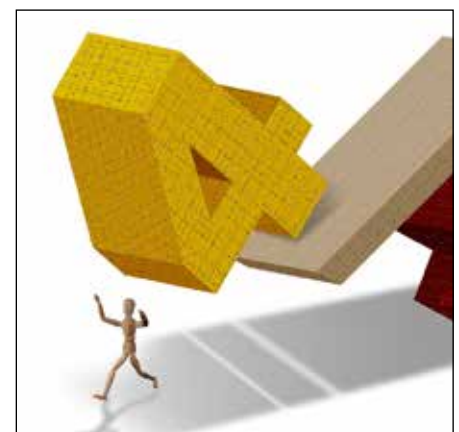
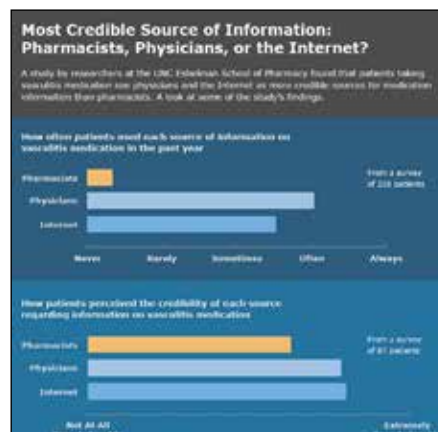
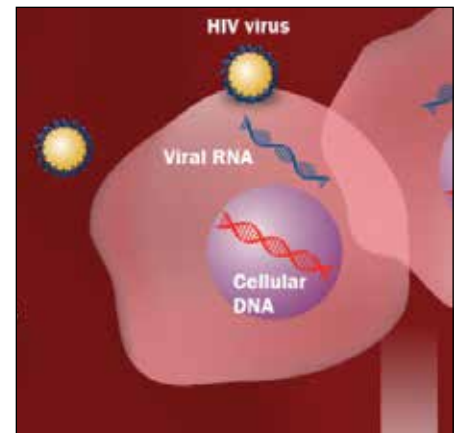
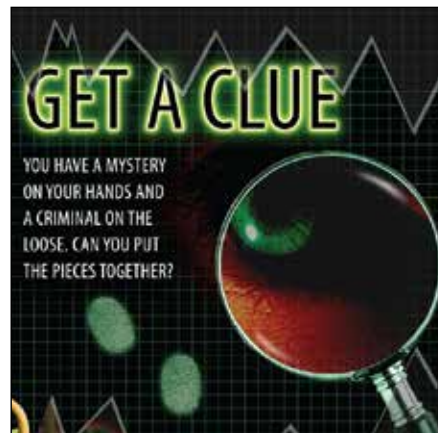
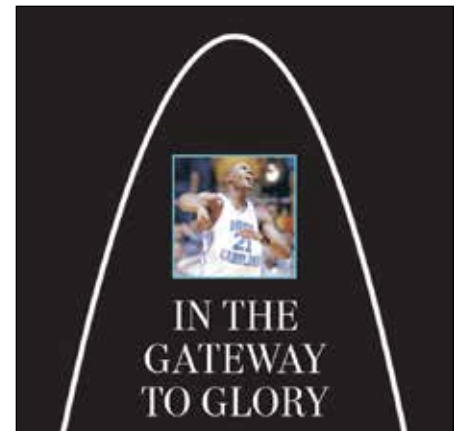
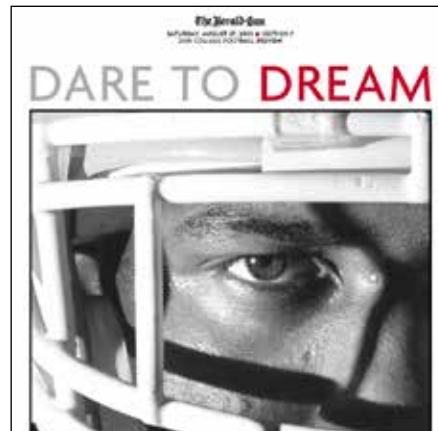
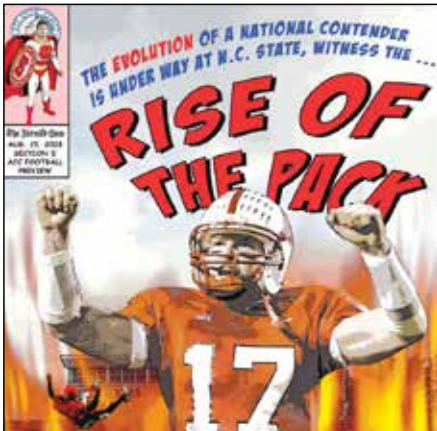
Portfolio

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design



More on my design work at johnzhu.com/#design

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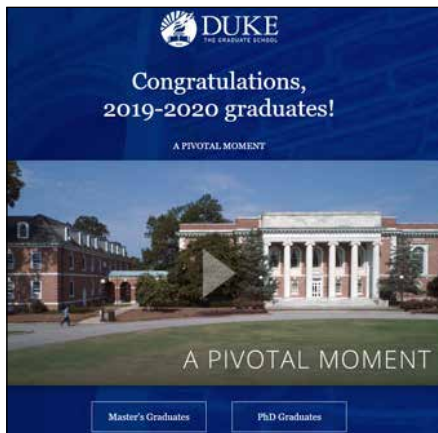
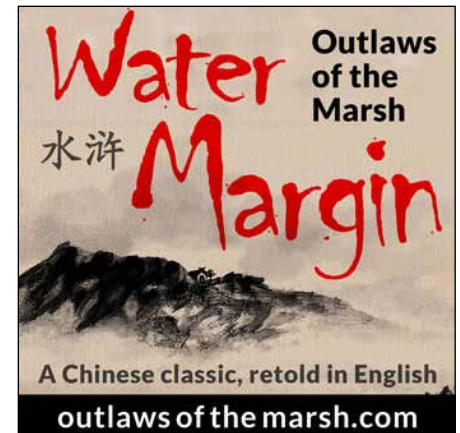
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multimedia



More on my multimedia work at johnzhu.com/#multimedia

writing

Excerpts from Writing Samples

"I WAKE UP AT 5 O'CLOCK
because I'm so eager to meet the day.
I've always been like that. Sometimes as
a child, I would just lay there and say, 'I
want to get up; I want to get up; I want
to get up. C'mon morning, come!' "

[Dean Looney Wraps Up A Career
that Was Anything but Routine](#)

AS THEIR YELLOW SCHOOL BUS
crawled up the Honduran mountain-
side, the passengers could see the line
from a half mile away.

Outside the walls of a school, more
than 400 people had gathered on this
early Tuesday morning. Many of them
were children. Many of them were
suffering from scabies, lice, or neglected
wounds. All of them were suffering
from a general lack of medical care.

[Help for Honduras](#)

WITH A CHILDHOOD SPENT
visiting historical sites and helping
Aunt Bonnie in the cheese section,
what else would Young be when she
grew up if not a food historian?

Actually, for quite a while, she thought
she would be bird-watching in Mexico
right now.

[History Student Offers Up Food for
Thought](#)

NOW, ALL BIERLICH HAS TO DO
to measure a whale is maneuver a small,
inflatable boat over swelling Antarctic
waters, assemble his drone, launch it
from his field partner's hands, fly a
moving object over a moving object
while standing in a moving object, and
land the drone back in his field partner's
hands without crashing it into the
water, popping the inflatable boat with
the drone's propellers, or slicing off
anyone's fingers. Piece of cake.

[Ph.D. Students Create A Whale of
A Program](#)

ONE AFTER ANOTHER, they
took their turn at the mic—seven
Duke history Ph.D. graduates, now all
established scholars. One after another,
they unspooled memories and
introspection on how the guest of
honor, Julius Scott, had shaped their
lives and careers.

[History Alumni Celebrate the
Common Wind that Launched
Their Careers](#)

**MANY PARENTS PROUDLY
DISPLAY** their kids' doodles on the
refrigerator, but Yoldas's parents went
a step farther. By the time she was 5
—her Impressionist phase—they had
amassed more than 2,000 of her
drawings, and they held an exhibition
in a public library.

[Ink from the Sky](#)

**THESE WERE THE KIND OF
PLACES** that had 10-foot-tall book-
cases with dusty shelves, collections
with endless categories, and stacks of
old, unexpected gems—the kind of
places he had read about in *The Savage
Detectives*, Chilean novelist Roberto
Bolaño's work about poets in 1970s
Mexico City.

[A Latin American Literary Treasure
Hunt](#)

WILLIAM ZAMBONI, PharmD,
PhD, had been at the UNC Eshelman
School of Pharmacy for barely a week.
He didn't have a lab or even a computer
yet, but he already had an opportunity
knocking on his office door.

[Wiping Out Hazardous Drug
Contamination](#)

SPEAKING IN A SOFT VOICE
not much above a loud whisper,
Northern's star running back uses the
word "team" more often than most
people use conjunctions. He thanks all
the right people for his success — his
teammates, coaches, parents and, of
course, God.

[Williams Schools Foes with Smart
Play to Win 2nd Offensive Player
of the Year Award](#)