ZOE ZHANG

UI/UX Designer

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EXPERIENCE

09.2022 - Present

UBTech Robotics | UI/UX Designer | Pasadena, CA

- Design new features and frameworks for B2C service robots, ensuring user-centered design principles are incorporated throughout the process.
Planning, coordinating, and implementing generative and evaluative research to uncover/understand business stakeholder and user needs.
- Collaborate with the team to design and launch the on-boarding process, user task completion rate 54%.
- Experience designing across multiple platforms, and working with technical/design teams to create user flows, wireframes, and building user interface mockups and prototypes.

10.2022 - 04.2023

Tsinghua University | (Volunteer) UI/UX Designer | Remote

- Product development of ACTXLAB Studio, focused on addressing the needs of the aging population.
- collaborated with a cross-disciplinary team of designers, engineers to research and analyze user needs and sentiment, the creation and testing of service design blueprints, and working with team to turn insights
- Redesign the app UI and rebrand it based on research data, ensuring design decisions are data-driven and user-focused to improve end-user interaction with app, increase satisfaction, brand loyalty, and overall use

12.2021 - 03.2022

Hapticlabs.io | UI/UX Designer | Berlin (Remote)

- Design and iterate the Website and Mobile platform for Hapticlabs.io, simplify complex logistics workflows and processes while working with another product manager to define requirements.
- Conduct market research and identify unmet needs, resulting in the creation of 3 new features that increase user retention by 15%.

10.2020 - 05.2021

FinMind.co | Product Designer | Irvine, CA

- Applied design methods flexibly, explored experience design opportunity points, created product User Experience design solutions based on user research data and design opportunity insights, and participated in 4 research analysis and A/B tests in total.
- Conducted project documents and delivered 4 interactive documents (PRD & DRD) according to requirements, including IA, UX interface layout, operation flow, exception status display, high fidelity prototype, dynamic interaction prototype, etc., to efficiently achieve team review requirements.

03.2020 - 09.2020

Tencent | UX/UI Design Intern | Shenzhen, China

- Created Design System Component Assets for the product.
- Applied user interviews, contextual inquiries, Eye-Tracking, A/B Testing, and other methods. Initiative to organize and participate in 9 user studies during the discovery and testing phases of products, and followed through with converting study results to the design phase with 0 errors.
- Refined goals based on design requirements, proposed 5 innovative interaction solutions and drove the solutions to implementation. Outputted more precise and friendly interaction solutions according to user scenarios. Reduced 20% of customer service workload through UX writing, information architecture, and user flow redesign.

EDUCATION

09.2019 - 04.2023

ArtCenter College of Design | Pasadena, CA

B.S. in Interaction Design, Minor in Business
- GPA: 3.8 / 4.0, Graduate with distinction
- Four-time recipient of scholarships for outstanding academic achievements and professional skills
- ArtCenter Provost's List
- Denhart Family Sustainability Scholarship Prize SR