




Tingting Zhang

User Experience Designer

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Skills

UX methods

Comparative Analysis

Contextual Inquiry

Focus Group

Persona

Storyboarding

User Research

Usability Testing

Interaction Design

Information Architecture

Wireframing

Prototyping

Tools

Axure RP Pro

Framer.js

HTML/CSS

Keynote

Omnigraffle

Sketch

Principle

Adobe Creative Suite

Experience

Senior UX Designer

Baozun eCommerce October 2016 - Present

- In a team of 3, led the UX design of BAOZUN e-commerce SaaS product CASABA and contributed to the design pattern library creation.
- Led the design process of responsive e-commerce websites and mobile apps. Delivered service design solutions to KA brand clients.

Product Designer

Citrix Systems January 2016 - October 2016

- Led the UX design of Citrix Nanjing recruiting website. Improved the efficiency of recruiting process based on user research.
- Redesigned virtual meeting desktop app, enhanced UX and contributed to the design pattern library and interaction documentations.
- Led the revamp of Beacon web experience based on user feedbacks, optimized interaction flows, aligned UI with Citrix brand identity

Freelance UX Designer

October 2015 - January 2016

- Refreshed the mobile UX of MIGU mobile app, offered design recommendations for China Mobile.
- Offered UX consultancy for Huawei Consumer Cloud Service team. Individually conducted usability research and competitive analysis on Huawei native mobile apps in preparation for the release of Emotion UI 5.0.

Interaction Designer

Focus Tech July 2014 - October 2015

- Worked on made-in-china.com web, conducted qualitative research in collaboration with user researchers aiming at identifying the pain points of global buyers in browsing seller information, reorganized the information hierarchy and enhanced the user flow.
- In a team of 6, researched and designed mobile UX of made-in-china, defined the translation feature and conducted usability testings.
- Individually refreshed the internal OA system, improved the user flows.

Education

Nanjing Normal University

BA, Russian&English Bilingual, School of Foreign Languages, Literatures and Linguistics, 2009 - 2014