Mei Zhang

UX / Product designer

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Amsterdam, NL

• Experience

UX Designer - Catawiki.com

04.2018 - Present, Amsterdam

• Teamed up with product owners and came up with data and user driven bets. Prioritize bets based on user satisfaction and business values.
• Increased conversion rate by 8% with a redesign of a key landing page.
• Reduced customer support cost by identifying user pain points and coming up with lean solutions with creativity methodologies.
• Increased mobile web conversion rate by 4% with mobile-friendly designs in search and discovery topics.
• Discovered and leveraged user insights to create a better checkout, payment and shipping experience with competitive analysis.
• Conducted feature parity analysis for smooth cross-platform experience.
• Closely worked with engineers to ensure pixel perfect implementation.

Interaction Designer - Philips, Philips Design

06.2016 - 04.2018, Eindhoven

• Increased conversion rate and findability of information with A/B experiments for Philips.com.
• Worked with a mid-sized design team in creating the Philips design language system (DLS) and onboarded remote designers into the project.
• Built the DLS toolkit with 40+ components and a complete theming system.
• Worked with engineers to come up with platform-friendly UI solutions for DLS and meanwhile guarded the holistic UX.
• Tested and improved the usability and accessibility of DLS components.

Design Intern - Philips, Philips Design

08.2015 - 02.2016, Amsterdam

• Researched and identified problems in the onboarding flow for Philips consumer-facing apps and made a redesign to solve the problems.
• Crafted an end to end full-stack design of a notification system for consumer-facing apps.
• Organized a co-creation workshop with stakeholders to define big bets for Philips.com using methodologies such as CDJ canvas, value matrix, and Moment of Truth.

Interaction Designer Intern -Baidu, Baidu Cloud Drive

06.2015 - 08.2015, Beijing

• Designed and validated workflows and interface through collaboration with PM and engineers to drive alignments.
• Conducted competitive analysis in membership systems of could drive products in the mainland China market.
• Ideated and designed a new internet speed measurement feature to reduced frustrations of users with poor internet connectivity.
• Identified cross-platform UX gaps in iOS, Android, web, and PC.

• Education

Eindhoven University of Technology
Bachelor in Industrial Design (BSc)
Cum laude, honored graduate
09.2013 - 06.2016

• Design blog

https://meizhang.github.io/Portfolio/
https://medium.com/@designmei

• Skills

Interaction design
User interface design
Information architecture
Lo-fi/high-fi prototyping
Design strategy
Problem solving
Data visualization
User research
User testing
NPS tool
Creativity methodologies
Design language system
Holistic UX
Cross functional collaboration
Craftsmanship
Data analysis
Lean product development

• Tools & Coding

Sketch
Adobe CC kit
Google analytics
HTML/CSS/Javascript
Git / Github

• Recognition

Leading Agile SAFe 4.0 certificate
Booking.com graduate hackathon winner
Member of Usability CoP at Philips design
Honors student program at TU/e