Mei Zhang
UX / Product designer

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• Experience

UX Designer - Catawiki.com

04.2018 - Present, Amsterdam
- Teamed up with product owners and came up with data driven bets. And prioritize bets based on user satisfaction and business values.
- Increased conversion rate of 8% by a redesign of a key landing page.
- Reduced customer support cost by identifying user pain points and coming up with design solutions for shipping and payment.
- 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 in a mid-sized design team to create 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

• Portfolio

https://meizhang.github.io/Portfolio/

• Skills
Interaction design
User interface design
Information architecture
Lo-fi/high-fi prototyping
Problem solving
User research
Creativity methodologies
Design language system
Holistic UX
Craftsmanship
Data visualization
Cross functional collaboration

• Tools & Coding
Sketch
Adobe CC kit
Google analytics
HTML/CSS
Git

• 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