

Zhang Mei

UX / Product designer

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Amsterdam, NL

• Experience

UX Designer - Catawiki.com

04.2018 - Present, Amsterdam

- Proactively worked with engineers and PMs to ensure important user experience related tasks are considered and implemented precisely.
- Increased conversion rate by 8% with a redesign of a key landing page.
- Discovered and leveraged customer insights to create a better checkout and shipping experience.
- Decreased app bounce rate by introducing a user-friendly and mobile-friendly information architecture.
- Redesigned user info and order info pages for customer support agents that helped in solving CS tickets efficiently.
- Teamed up with Data scientists and made NPS analysis report with natural language toolkits.
- Increased user satisfaction and reduced customer support effort by identifying user pain points and making redesigns based on data.
- Conducted feature parity analysis for the web, mobile web, and apps to provide smooth cross-platform experience.

Interaction Designer - Philips, Philips Design

06.2016 - 04.2018, Eindhoven

- Increased conversion rate and findability of information with A/B experiments for Philips.com.
- Created the Philips Design Language System (DLS) and built the DLS toolkit with 40+ UI components and a well-defined 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 by user interviews, stakeholder talks, and competitive analysis. 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 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 graduate

09.2013 - 06.2016

• Design blog

<https://medium.com/@designmei>

• Skills

Interaction design

User interface design

Information architecture

Wire-framing

Lo-fi/high-fi prototyping

Experience strategy

Conceptual inquiry

Data visualization

User research

NPS tool

Creativity techniques

Design language system

Holistic UX

Customer journey maps

Lean product development

A/B experiment

• Tools

Sketch

Framer

Adobe CC kit

Google analytics

• Programming

HTML/CSS

Javascript

Template engines

Python

• 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