

# Qiuyan Zhang

Observe, Listen & Understand

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## EXPERIENCE

### Product Designer | ActionIQ

New York, NY | 11. 2015 - Present

Designed different workflows to help marketers execute, measure and iterate on marketing strategies. Collaborated with a team of designers and product managers to scope out a minimal valuable product and line up incremental improvements.

Led the design of Data Ingest workflow to empower users quickly upload and ingest new data tables.

Created and maintained Styleguide to increase design and engineering efficiency. Collaborated with Fullstack team to manage the implementation and migration timeline.

Led the design of multiple projects to constantly improve the browsing, organizing, and searching experience to meet the needs of Enterprise organizations.

### User Experience Analyst | UW Office of Research

Seattle, WA | 10. 2014 - 06. 2015

Planned and executed user studies to inform the redesign of MyResearch Portal.

Drafted the UX Research Handbook to guide the research practice across the organization.

### Design Intern | Tyemill

Seattle, WA | 06. 2014 - 09. 2014

Designed a web-based learning app, providing a gamified experience for general public to learn economic theories.

### UX Designer | CUC Media Business and Security Lab

Beijing, China | 09. 2012 - 06. 2013

Designed career recommendation platform for college students.

## EDUCATION

### MS in Human Centered Design and Engineering

University of Washington

### BE in Digital Media Technology

Communication University of China

## SKILLS & TOOLS

### Design

Adobe Creative Suites

Sketch

Figma

### Prototyping

Invision

HTML+CSS

### Research

Usability Testing

User Interview

Pendo

### Language

Chinese | Native

English | Fluent

Japanese | N1