

# Amy Zhou

product designer.

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+ 1 (905) 348-2889

skills.

Interaction Design

Visual Design

Product Thinking

Design Systems

Information Architecture

User Research

Usability Testing

Design Sprints

Product Strategy

Rapid Prototyping

tools.

Figma

Adobe CC

Sketch

InVision

UserTesting

Unbounce

Webflow

HTML/CSS

education.

University of Waterloo

/ Bachelor of Art, Economics

Product Faculty

/ Advanced Product Management

experience.

Product Designer II / InnoSoft Canada

Feb 2021 - Present

## Fusion Play — Multi-platform league management software

- Currently leading the design strategy, vision, and execution for the growth phase of Fusion Play, a multi-platform league management software
- Owned and led design efforts for shipping multiple high impact projects including Reporting & Analytics, Communication tools, Scheduling, Authentication & Account Creation, on web, mobile, and tablet platforms for the Admin CMS (Content Management System) Web App, Player App, and Staff App to 50+ customers and 100,000+ of their users
- Drove the end to end design process and decisions from defining the problem space, delivering final mocks, and validating with customers

## Fusion Club — New 0 → 1 club sports business vertical

- Owned the end-to-end design process from discovery to delivery as the sole product designer for Fusion Club, a new club sports management business vertical
- Conceptualized the initial 0 → 1 product MVP and worked closely with the Product Manager to pitch the proof-of-concept prototype to 50+ prospect leads for buy-in
- Facilitated user research and usability sessions with Special Interest Groups and onboarded 2 junior designers onto the project

## Fusion — Recreational management software

- Worked alongside Senior Designers to deliver 3+ product releases for the core recreational management product, Fusion
- Redesigned key features including Account Activation & Onboarding, Customer Profile Management, Automated Waitlisting, and Program Registration workflows for Client Member Portals
- Collaborated with 4 product teams consisting of 19+ developers, and 4+ product managers, CTO, CEO, and other cross-functional partners including marketing and sales
- Aligned stakeholders on product vision and facilitate design reviews with the Design team
- Managed and updated the Admin CMS Design System and co-hosted quarterly company-wide lunch and learns to enhance UX maturity within the organization

Designer / Search + Gather

Aug 2020 - Oct 2022

- I worked closely with Digital Strategies to develop and design converting ad creatives for 10+ clients, including Kritik, HiMama, TopHat, HeyOrca, and Nix Color Sensors
- Collaborated with clients to design and build landing pages in Unbounce, performing A/B testing to increase conversions
- Utilized data to identify areas of improvement for creative designs and generated ideas to enhance overall performance