

# YING ZHANG

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## PRODUCT DESIGNER

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### CONTACT

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Whatsapp:  
ashleyzz10969@outlook.com  
Portfolio:/  
Requires work visa  
sponsorship

### SKILLS

Vibe Coding  
Hand-drawing  
User Research  
Competitive analysis  
Information Architecture  
Prototype  
Usability Test

### EDUCATION

Cornell University  
**2021-2023**  
Master of Landscape  
Architecture

Beijing Jiaotong University  
**2015-2021**  
Bachelor /Master of  
Environment design

### ABOUT

I am a B2B UX designer specializing in supply chain (procurement, warehousing, customs clearance) and HarmonyOS mobile components. Experienced in toC freelance website/app design and static site creation, with a background in large corporations and startups. Skilled at team coordination and leading end-to-end projects independently.

### EXPERIENCE

#### Product Designer at Huawei

Aug 2023 - Aug 2025 | Shenzhen, China

##### Lead Supplier Selection Strategy Deck Assistant Design

- ✧ Conducted user research and competitive analysis to identify five key efficiency scenarios (e.g. one-click data extraction, AI-assisted report charting, conclusion generation, price trend analysis, and report validation). Independently drove five design iterations, ensuring development alignment through continuous validation.
- ✧ Improved report quality by 50% and writing efficiency by 30%. The solution gained widespread internal adoption and is projected to support 200+ supplier selection projects.

##### Lead Internal Procurement Mall Redesign

- ✧ Optimized information architecture and designed three AI-driven capabilities (intelligent product recommendations, risk alerts) and an order analysis dashboard through user research and competitive analysis. Led UX/UI design iterations for the entire solution, working closely with PM and Developers to ensure alignment and successful implementation.
- ✧ Streamlined the procurement process from 7 steps to 5. Improved purchasing efficiency by 20% and achieved a user satisfaction score of 86+ (SUS, N=996).

#### Freelance Web Designer at Boson Biotech Ltd.

Jan 2022 - Aug 2023 | Remote

#### Freelance Web Designer at EPC

Aug 2022 - Aug 2023 | San Jose, CA Remote

- ✧ Customer increased:

## Web Designer/Developer at Cornell

Jan 2022 - Dec 2022 | Ithaca, NY