Calvin Zheng

yxz.design

cyxzheng@gmail.com

778-822-2959

Experience

Fortress Power

Senior Product Designer

June 2024 – Jan 2026

- Inherited **6 overlapping products** that confused everyone. Spent a year consolidating them into **3 clear platforms**.
- Redesigned workflows for installers, homeowners, and internal teams, untangling years of accumulated complexity.
- Used **AI tools** (Cursor, Claude Code) to prototype and validate ideas before engineering built, cutting **~2 weeks off** each feature cycle.
- Shipped within tight hardware and firmware constraints. Lots of "no"s, but still found a way.

yxz.design

Founder/Product Designer

Feb 2023 – present

- Worked directly with founders to **launch new ideas** or **improve existing features**. Clients include UpKeep, Channeled, Supergood.ai, Diamond Kinetics, and Credit Key.
- Shipped landing page and onboarding improvements that consistently increased conversion and early–stage engagement.
- Got into **conversational AI** early. Designed dialogue flows for a genealogy platform that **lifted signups 20%+**.

HMBradley

Founding Product Designer

May 2018 – Dec 2022

- First hire. Designed the **entire product** myself for three years—from waitlist page to a full banking platform with 7,000+ customers and $219m in deposits.
- Led the partner bank migration that moved **$200m in deposits to a new bank over 6 months**.
- Built and maintained the design system, helping the team ship faster and stay consistent when design headcount grew.
- Owned mobile app design, partnered with customer support to **reduce inbound tickets** on problematic user flows.

Other Experience

Microsoft

- Created animated design system components for Microsoft 365.

Manulife Bank

- Designed Bill Payment flows for first ever Manulife Bank app.

Education

University of Waterloo

Bachelor of Global Business and Digital Arts

Sept 2014 – May 2020