



Gloria Zhong: Product Designer

Passionate about translating user data into business measurable solutions, through the lens of empathy and critical thinking.

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🌐 <https://gloriazhong.com>

WORK EXPERIENCES

2x Conversion Design Agency

Lead Designer (Mar 2020-Feb 2021)

- Led redesign of marketing site, user onboarding, and billing process of Goodbits (venture product), resulting in increase of MRR & active customers
- Launched 2x Venture site & migrated 2x Agency marketing site to Webflow, set up to close future clients, hires, acquisitions, & investors

MuseFind Technologies Inc.

Lead Product Designer (Aug 2018-Oct 2019)

- Spearheaded user discovery to design self-serve platform resulting in 13K+ user sign ups, that aligned business and product goals

UX/UI Interaction Designer (May 2017-July 2018)

- Utilized user flows, wireframes, high fidelity mock-ups, interactive prototypes to design 4 influencer marketing platforms
- Created experience principles & design guidelines used by marketing, CS, and dev teams

Fraser Health Authority

Business Systems Analyst (Jan 2015-Aug 2015)

- Led UX redesign of FHA Sharepoint used by 26K+ employees
- Advised 60+ clients on Sharepoint product solutions
- Trained 240+ employees on Sharepoint proficiency

Beedie School of Business

Front-end Web Developer (Sept 2013-Apr 2014)

- Designed and built SFU Beedie social media hub used by all students and faculty
- Built web forms, IOS application prototyping

NOTABLE HIGHLIGHTS

- WiT Regatta 2019 - Panelist Speaker
- Hack Our City Competition 2018 - 1st Place
- Startup Hacks Competition 2018 - Finalist

MY EXPERTISE

Design

UX Design
UI Design
Product Positioning
User Research/Workshop
Usability Testing
Mockups/Prototyping
Web/Mobile Design

Programming

HTML5 / CSS3
React
Jquery/JavaScript
Github

Software

Figma
InVision
Illustrator
Photoshop

MY BACKGROUND

Simon Fraser University (2010 – 2016)

School of Interactive Arts + Technology (SIAT)

Bachelor of Science Degree with
Design Concentration