

Redesign Homepage

Experience

Revamp customers' shopping experiences to help
them find more exciting and relevant products.

4:39



Vietnamese

📍 94305 Stanford

📅 Sun 10/24



Cart



🔍 What are you looking for?

Fresh Groceries

A shopping list to make delicious home-cooked meals

Buy Now

1/7



Fruits



Vegetables



Meat



Seafood



Dim Sum



Instant

Editor's Pick



Home



Explore



Restaurant



Community



Account



022.PROJECT:Never!

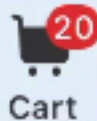
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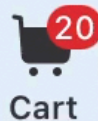
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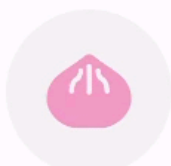
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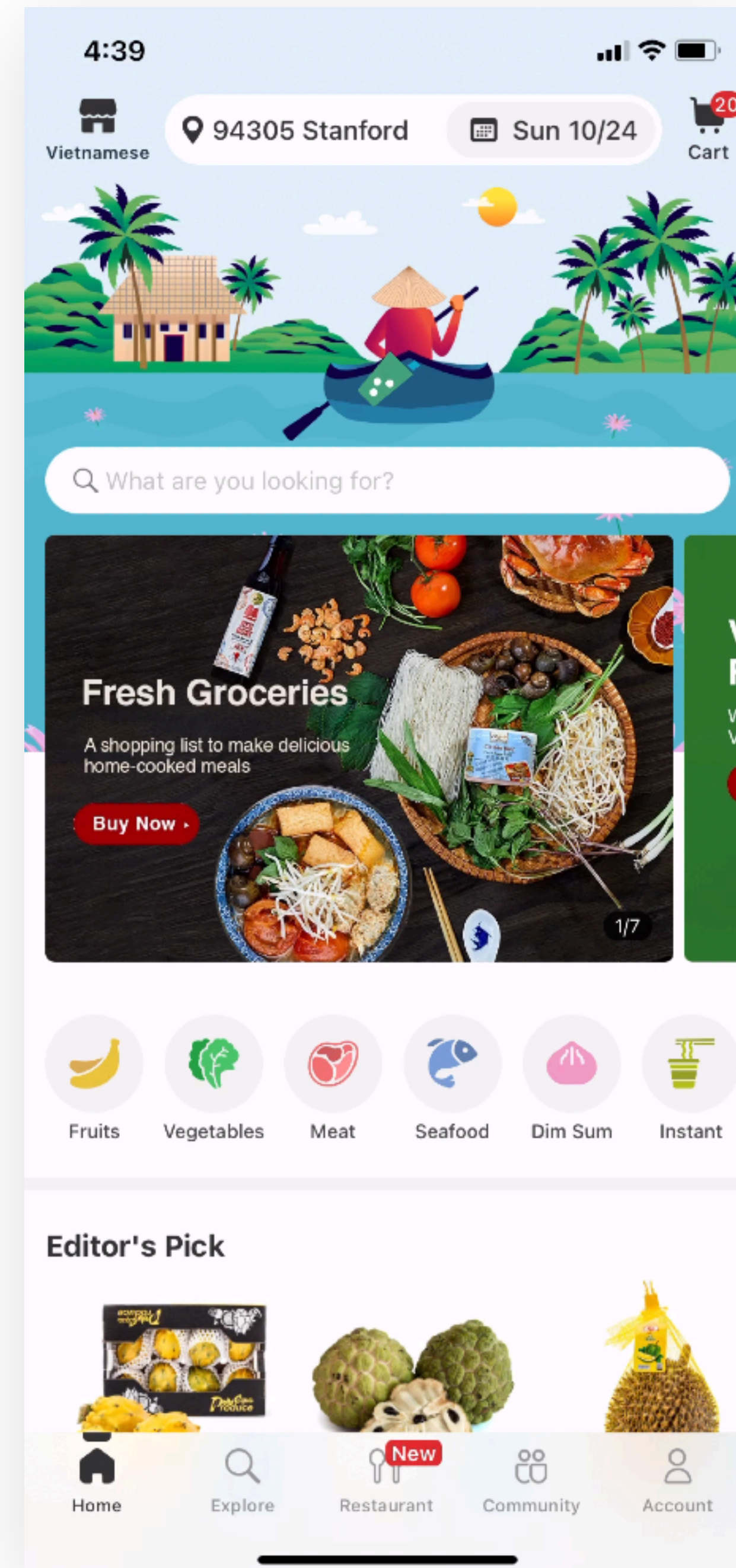
Community



Account

Redesign Homepage Experience

Revamp customers' shopping experiences to help them find more exciting and relevant products.



My role includes...

- Identified user flow & key components.
- Worked closely with cross functional.
- Updated design system.
- Created design guideline for homepage banner.
- Conducted user testing.
- Improved existing QA process.