

# JINGSHU ZHAO

I solve complex enterprise software problems using research-first design and stakeholder alignment skills from my journalism background.

<https://kumajingshu.github.io>

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## WORK EXPERIENCE

### Principle Product Designer Amplitude

San Francisco  
Mar 2023 - Now

#### 0-1 Design for OOTB Analytics Hubs

Introduced Out-of-the-box analysis with scalable patterns extending across platform, driving alignment through customer evidence with 30+ users.

Achieved 30% weekly engagement across 3k+ organizations, contributed to x12 growth in Marketing Analytics usage, and enabled "Win Marketer" strategy.

#### Chart Builder Transformation

Redesigned Amplitude's most-used area (46k+ weekly users) with Modular UI and AI assistant improvements, using vibe-coding to rapidly prototype and gain cross-team alignment.

Integrated AI chat assistant improving user task success by 21%, now in broad rollout across platform.

### Lead Product Designer Rivian

Palo Alto  
Nov 2020 - Mar 2023

Led the design from scratch in areas of ordering, transaction, scheduling, appointment assignment, routing, etc. which enabled Rivian to deliver over 100k vehicles.

Closely worked with PM and engs as a strategic partner to inform decision-making with findings from user research and testing. Took the initiative to build Google Analytics to understand user engagement.

Mentored a junior designer, onboarded new designers, actively worked with design team members to build components, and improved design share with team-wide surveys.

### UX/UI Designer Deloitte/Meta

Boston/SF Bay Area  
Aug 2018 - Nov 2020

Designed tools for Meta Infra engineers to track capacity metrics, request servers from data center, and manage capacity planning.

Collaborated with engineers as sole designer, integrating user research into development process to ensure user-centered design decisions.

### JOURNALIST Beijing Youth Daily

Beijing  
Aug 2014 - Aug 2016

Investigated social problems and interviewed people ranging from international politicians to migrant workers.

## EDUCATION

### University of Michigan School of Information

2016 - 2018

Master of Science in Information

Human-Computer Interaction | GPA: 3.94

## SKILLS

### DESIGN

Interaction/UX/UI Design  
Product Strategy  
Design System  
Data Visualization  
Information Architecture

### RESEARCH

Interview/Usability Test  
Data Analysis  
Competitive Analysis  
Survey

### TOOLS

Figma  
Vibe Coding

### PROGRAMMING

HTML | CSS  
React  
Python  
Javascript

## SCHOOL PROJECTS

### Amesite

Led team of 5 to design social learning experience. Client went public in 2020.

### AllergyBot

CHI 2017 Design Competition Top 12.  
Designed chatbot helping young adults with food allergies find safe restaurants through user research and 25 interviews.