

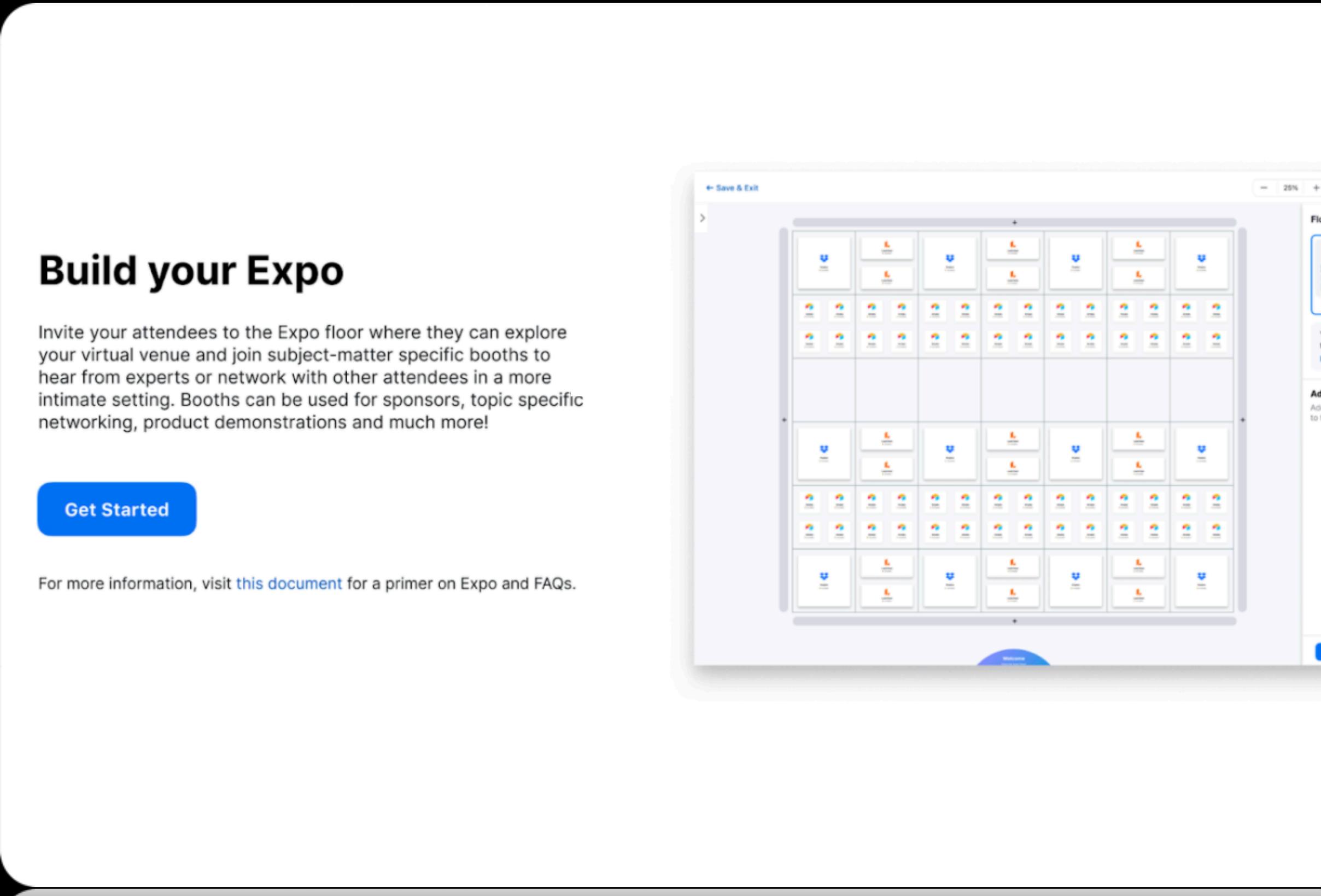
content design @ zoom

at a glance

expo

challenge: introduce expo to users

expo | challenge: introduce expo to users



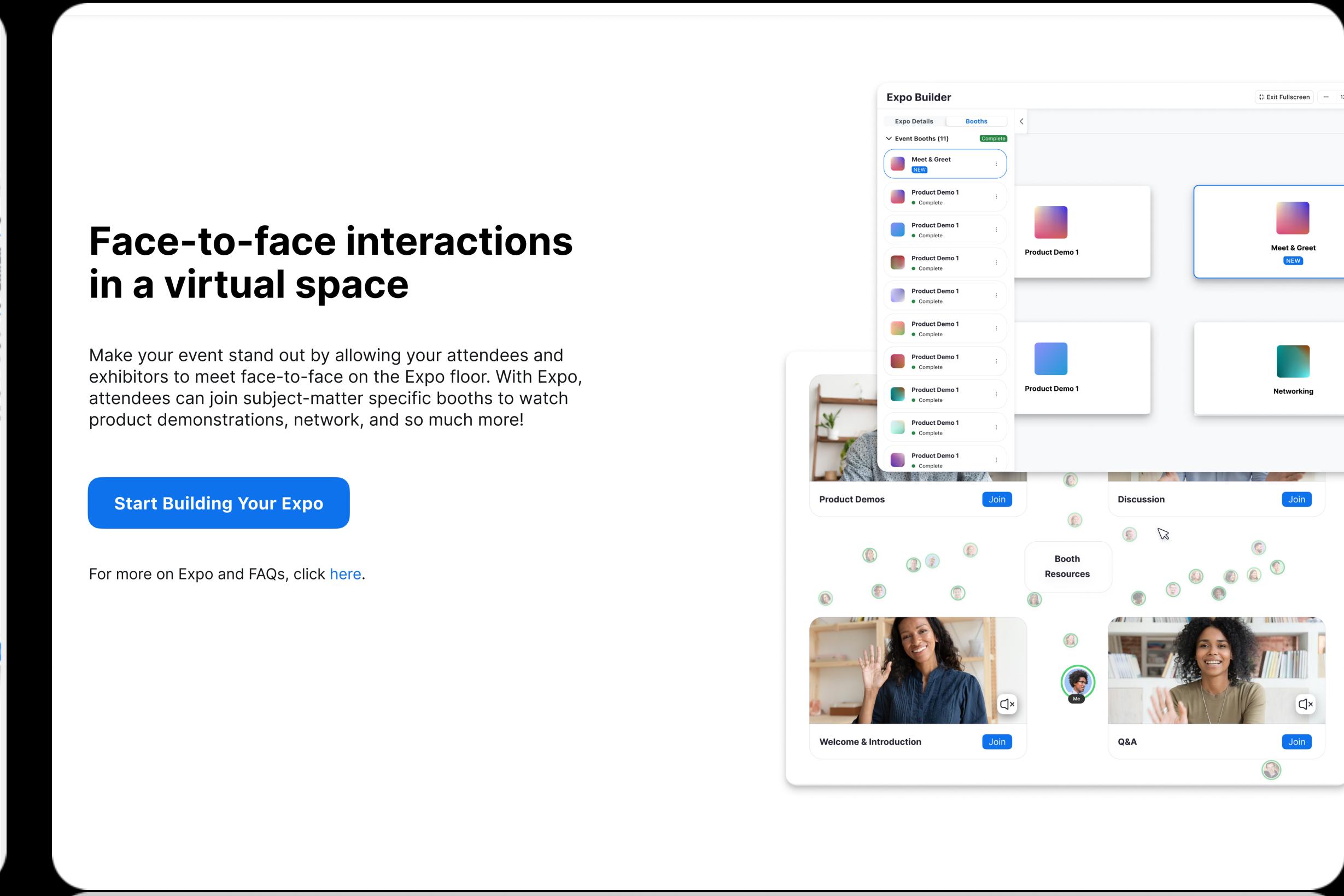
Build your Expo

Invite your attendees to the Expo floor where they can explore your virtual venue and join subject-matter specific booths to hear from experts or network with other attendees in a more intimate setting. Booths can be used for sponsors, topic specific networking, product demonstrations and much more!

Get Started

For more information, visit [this document](#) for a primer on Expo and FAQs.

before



Face-to-face interactions in a virtual space

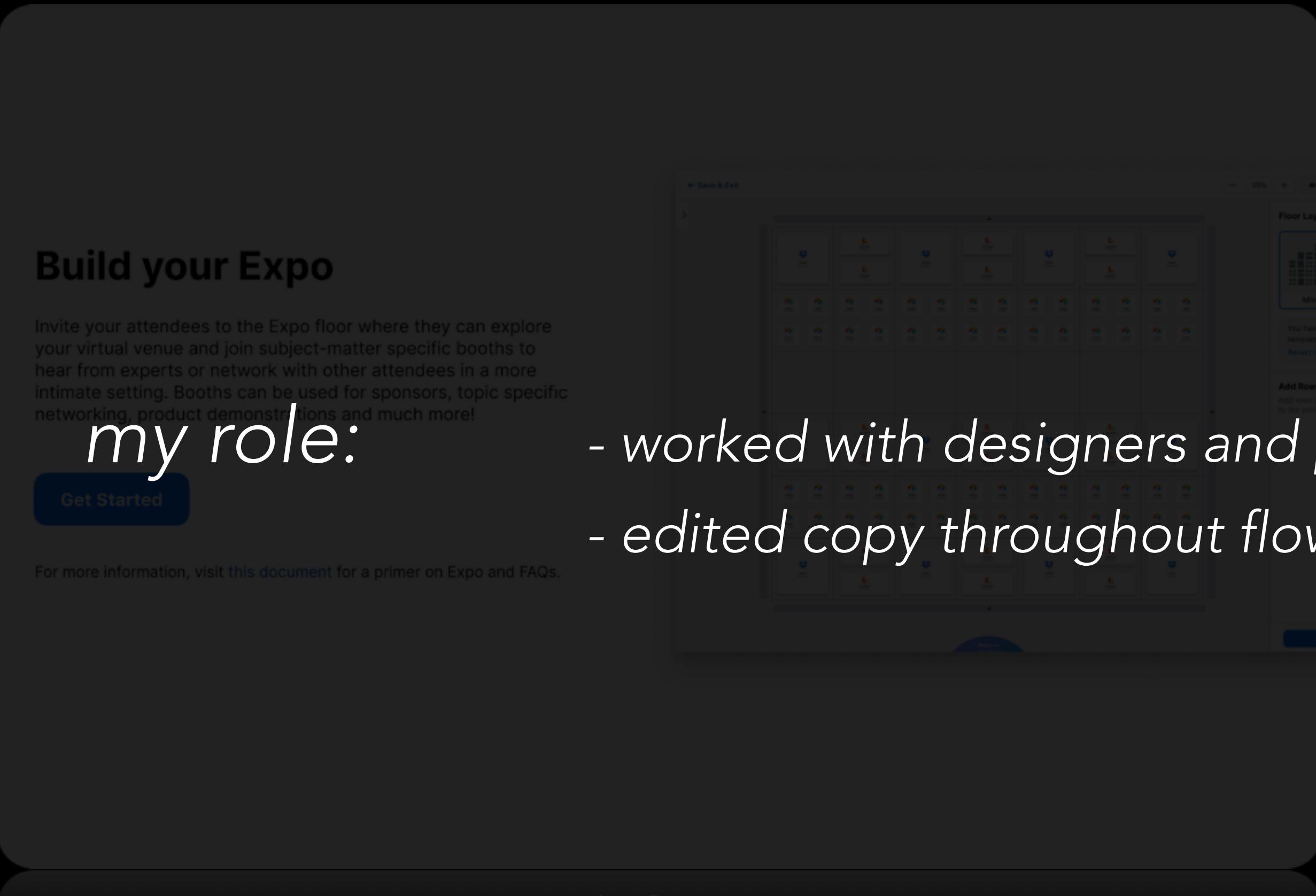
Make your event stand out by allowing your attendees and exhibitors to meet face-to-face on the Expo floor. With Expo, attendees can join subject-matter specific booths to watch product demonstrations, network, and so much more!

Start Building Your Expo

For more on Expo and FAQs, click [here](#).

after

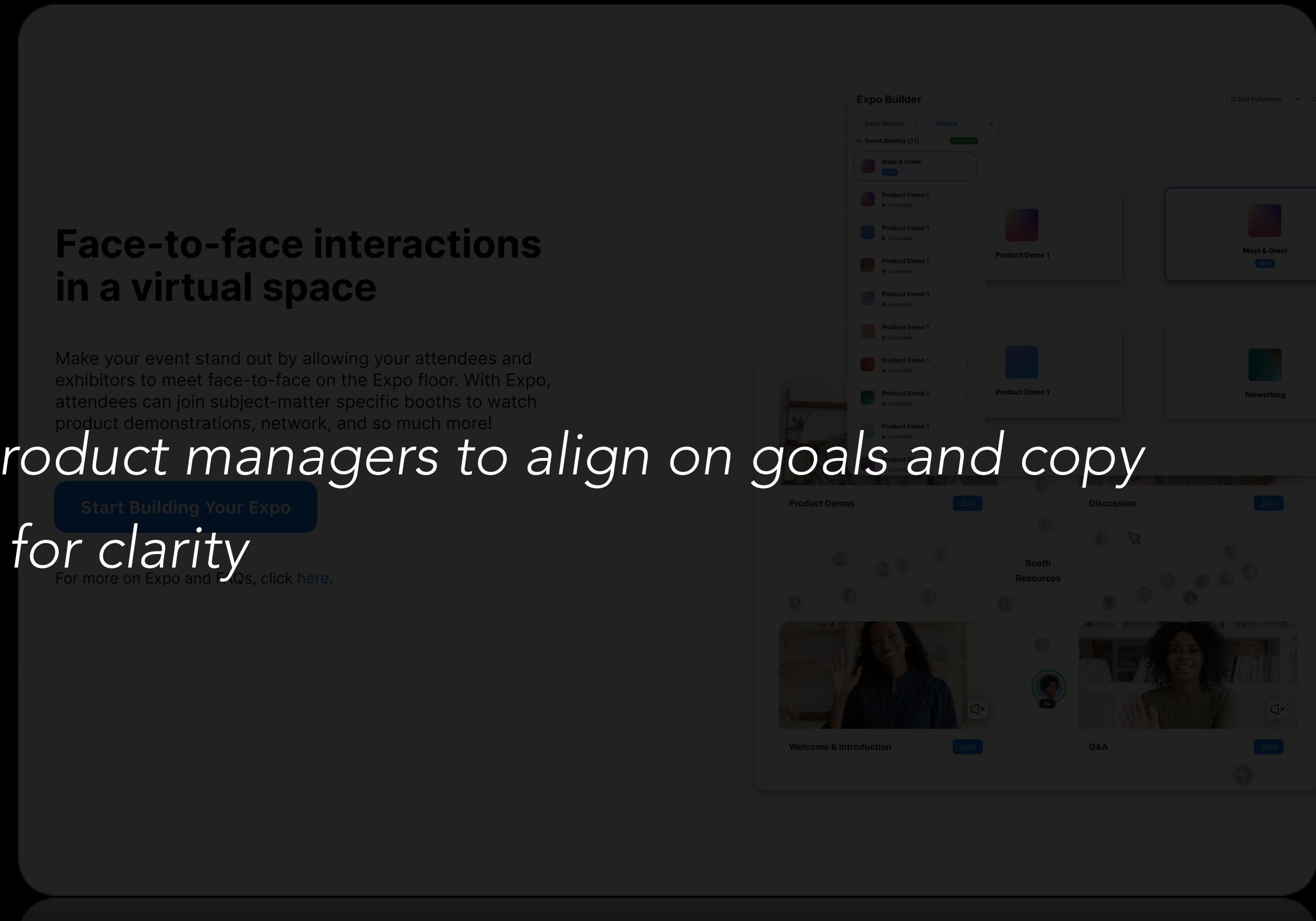
expo | challenge: introduce expo to users



my role:

- worked with designers and product managers to align on goals and copy
- edited copy throughout flow for clarity

before



after

personal pronouns

challenge: build a more diverse and inclusive platform

personal pronouns | challenge: build a more diverse and inclusive platform

ZOOM UPGRADE ACCOUNT

New Meeting Join Meeting Schedule Share Screen

PERSONAL

Profile (highlighted)

Meetings
Webinars
Personal Audio Conference
Phone
Recordings
Settings

ADMIN

Dashboard
User Management
Chat Management
Room Management
Phone System Management
Account Management
Advanced

First Name: John Last Name: Smith

Display Name: John Smith
Display name could be your first name or your nickname, or other name you want other people know you on Zoom.

Phone: China (+86) 18888888888
+ Add Another Phone

Department: Product

Job Title: Product Manager

Company: Zoom Video Communications, Inc.

Location: Hefei

Save **Cancel**

before

ZOOM UPGRADE ACCOUNT

New Meeting Join Meeting Schedule Share Screen

PERSONAL

Profile (highlighted)

Meetings
Webinars
Personal Audio Conference
Phone
Recordings
Settings

ADMIN

Dashboard
User Management
Chat Management
Room Management
Phone System Management
Account Management
Advanced

First Name: John Last Name: Smith

Display Name: John Smith
Enter a name (e.g. your first name, full name, or nickname) that you would like your Zoom contacts to see.

Pronouns: he/him/his
Share in a meeting or webinar?: Ask me every time

Department: Product
Share in a meeting or webinar?: Ask me every time
Always share
Do not share

Job Title: Product Manager

Company: Zoom Video Communications, Inc.

Location: Hefei

Save **Cancel**

after

personal pronouns | challenge: build a more diverse and inclusive platform

The screenshot shows the 'Profile' section of the Zoom web interface. On the left, a sidebar lists 'PERSONAL' and 'ADMIN' sections. Under 'PERSONAL', 'Profile' is selected and highlighted with a blue bar. The main area contains fields for 'First Name' (John), 'Last Name' (Smith), and 'Display Name' (John Smith). A note below the display name field says: 'Display name could be your first name or your nickname, or other name you want other people know you on Zoom.' Below these are fields for 'Phone' (China (+86) 18888888888) and 'Department' (Product). Further down are 'Job Title' (Product Manager), 'Company' (Zoom Video Communications, Inc.), and 'Location' (Hefei). At the bottom are 'Save' and 'Cancel' buttons.

before

The screenshot shows the same 'Profile' section after an update. The 'Display Name' field now includes a descriptive note: 'Enter a name (e.g. your first name, full name, or nickname) that you would like your Zoom contacts to see.' Below it, a new section titled 'Pronouns' with a question mark icon appears, containing the value 'he/him/his'. To the right of this is a dropdown menu labeled 'Share in a meeting or webinar?' with three options: 'Ask me every time' (selected), 'Always share', and 'Do not share'. The rest of the fields and layout remain the same as the 'before' screenshot.

after

personal pronouns | challenge: build a more diverse and inclusive platform

The image shows two side-by-side screenshots of the Zoom profile edit screen. On the left, labeled 'before', the 'Pronouns' field is labeled 'Pronouns' with a question mark icon and a dropdown menu showing 'he/him/his'. On the right, labeled 'after', the same field is labeled 'Pronouns (i)' and includes additional options: 'Share in a meeting or webinar?' with a dropdown menu showing 'Ask me every time', 'Department' with a dropdown menu showing 'Product', and 'Job Title' with a dropdown menu showing 'Product Manager'. Both screenshots show other profile fields like First Name (John), Last Name (Smith), Display Name (John Smith), Phone (China (+86) 18888888888), Department (Product), Job Title (Product Manager), Company (Zoom Video Communications, Inc.), and Location (Hefei). The 'Profile' tab is selected in both.

my role:

- identified areas where this feature could have been added
- edited copy throughout the flow for clarity

before

after

“Tickets” in event creation

challenge: revamp information architecture in “Tickets”

"Tickets" | challenge: revamp information architecture in "Tickets"

Auto-assigned Tickets

Alternative Host Tickets ⓘ
5 Alternative Hosts

Panelist Tickets ⓘ
4 Speakers

RSVP Tickets

You can list up to **500** tickets
Want to increase event capacity? [Upgrade Your Zoom Meeting Plan](#)

Total Tickets Available to Register *
500

Reserve Private Tickets
Reserve certain amount of tickets for guest emails, specific domains or attendees in your zoom account

Message for Attendees
Thank you for your purchase! We look forward to your participation.

Reserved Tickets

Alternative Host Tickets ⓘ
12 Alternative Hosts

Panelist Tickets ⓘ
12 Panelists

Speaker Tickets ⓘ
12 Speakers

Sponsor Tickets ⓘ
12 Sponsors

Tickets for Registration

[Customize Registration Questions](#)

[+ Add Ticket](#)

Message for confirmation email
Thank you for your purchase! We look forward to your participation.

before

We look forward to your participation.
You will receive a confirmation email.
Please check your inbox.

after

"Tickets" | challenge: revamp information architecture in "Tickets"

Auto-assigned Tickets

- Alternative Host Tickets ⓘ
5 Alternative Hosts
- Panelist Tickets ⓘ
4 Speakers

RSVP Tickets

You can list up to **500** tickets
Want to increase event capacity? [Upgrade Your Zoom Meeting Plan](#)

Total Tickets Available to Register *

500

Reserve Private Tickets
Reserve certain amount of tickets for guest emails, specific domains or attendees in your zoom account

Message for Attendees

Thank you for your purchase! We look forward to your participation.

before

before

before

Reserved Tickets

- Alternative Host Tickets ⓘ
12 Alternative Hosts
- Speaker Tickets ⓘ
12 Speakers
- Panelist Tickets ⓘ
12 Panelists
- Sponsor Tickets ⓘ
12 Sponsors

Tickets for Registration

[Customize Registration Questions](#)

[+ Add Ticket](#)

Message for confirmation email

Thank you for your purchase! We look forward to your participation.

after

after

after

"Tickets" | challenge: revamp information architecture in "Tickets"

my role:

The image displays two wireframe prototypes of a ticket management interface, labeled "before" and "after".

before (Left Wireframe):

- Auto-assigned Tickets**
 - Alternative Host Tickets (5 Alternative Hosts)
 - Panelist Tickets (4 Speakers)
- RSVP Tickets**
 - You can list up to 500 tickets.
 - Want to increase event capacity? Upgrade Your Zoom Meeting Plan
 - Total Tickets Available to Register: 500
 - Reserve Private Tickets
 - Reserve certain amount of tickets for guest emails, specific domains or attendees in your zoom account
- Message for Attendees**
 - Thank you for your purchase! We look forward to your participation.

after (Right Wireframe):

- Reserved Tickets**
 - Alternative Host Tickets (12 Alternative Hosts)
 - Speaker Tickets (12 Speakers)
 - Panelist Tickets (12 Panelists)
 - Sponsor Tickets (12 Sponsors)
- Message for confirmation email**
 - Thank you for your purchase! We look forward to your participation.

For more info, contact me.

email

LinkedIn