

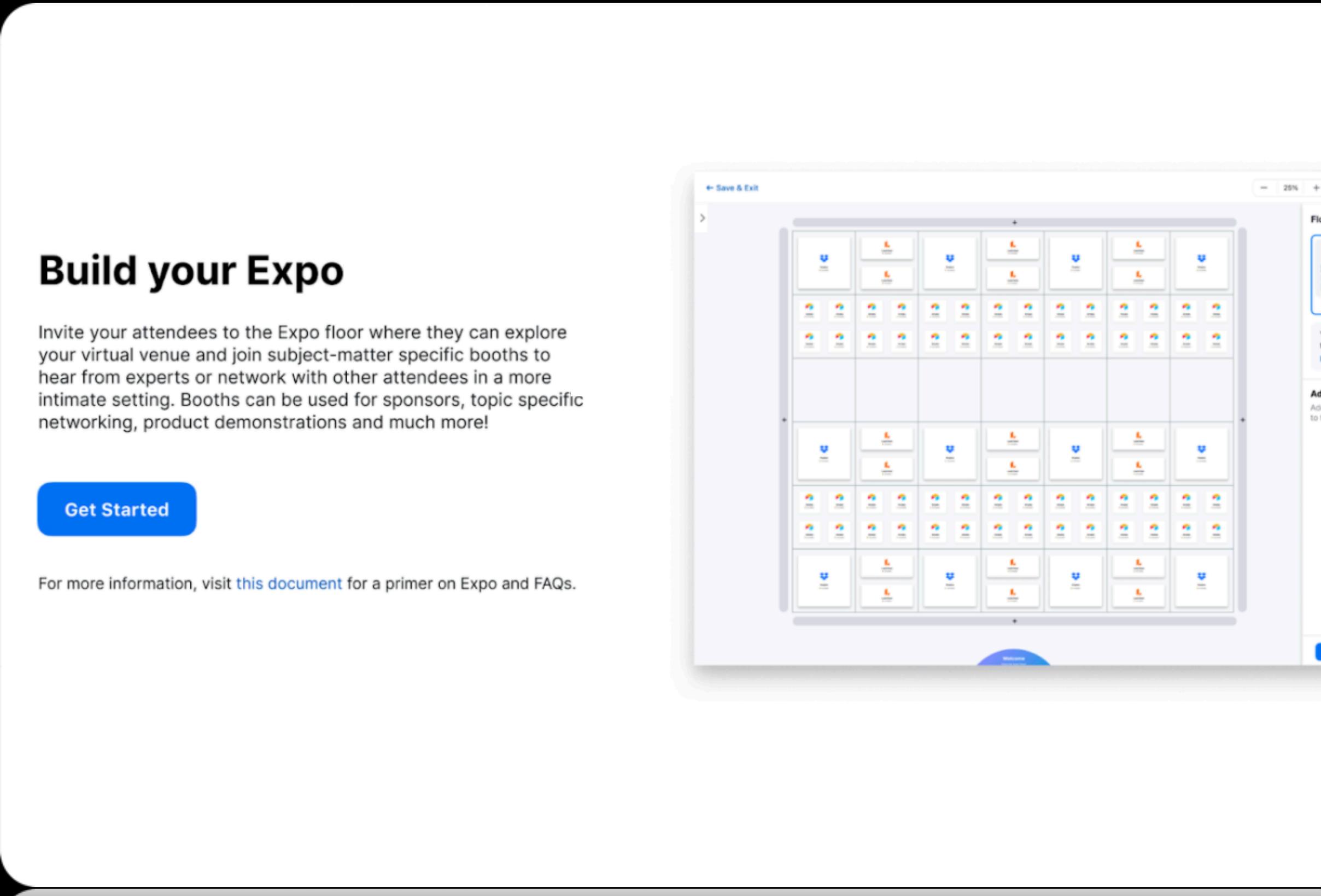
# content design @ zoom

*at a glance*

# expo

*challenge: introduce expo to users*

expo | challenge: introduce expo to users



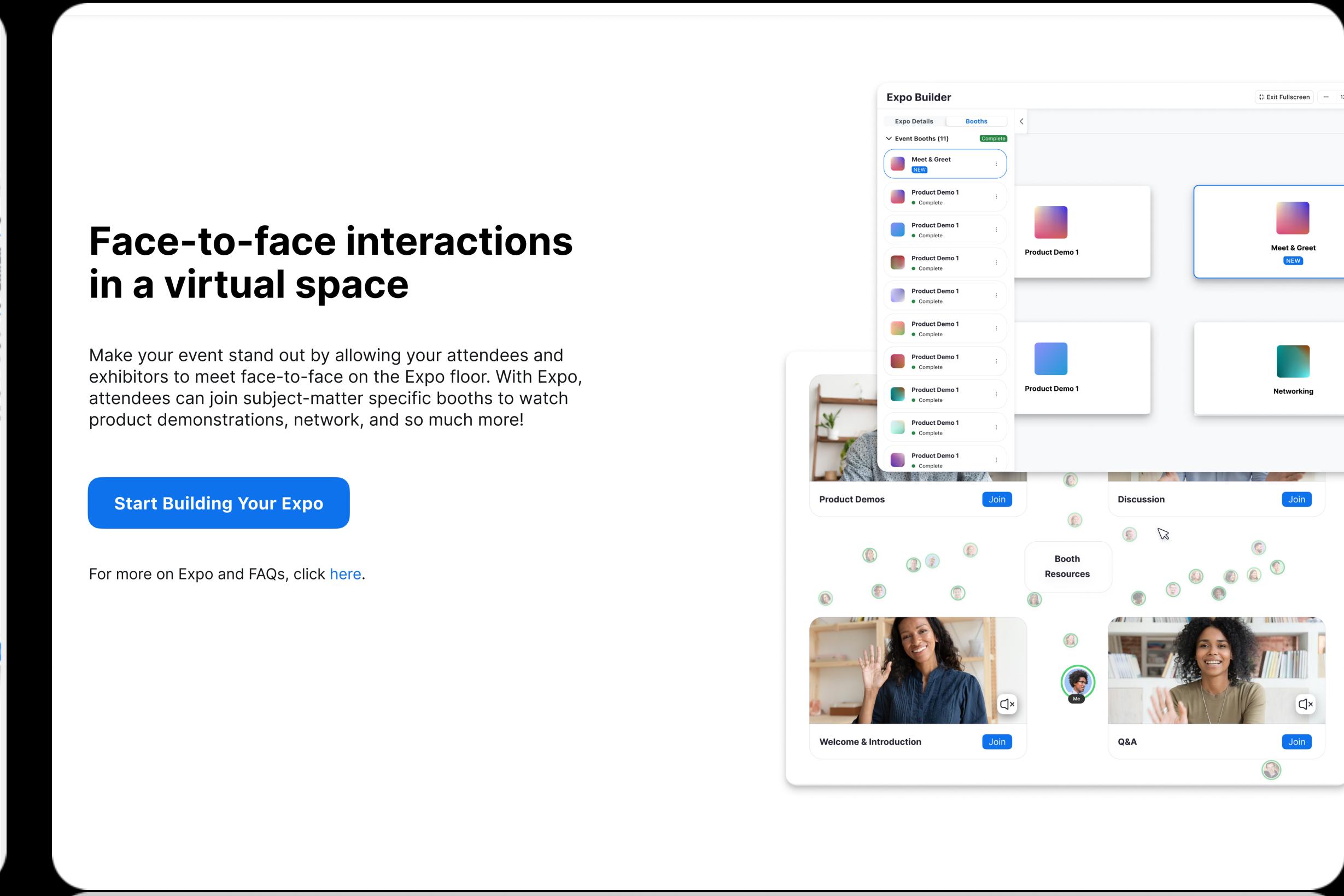
**Build your Expo**

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**

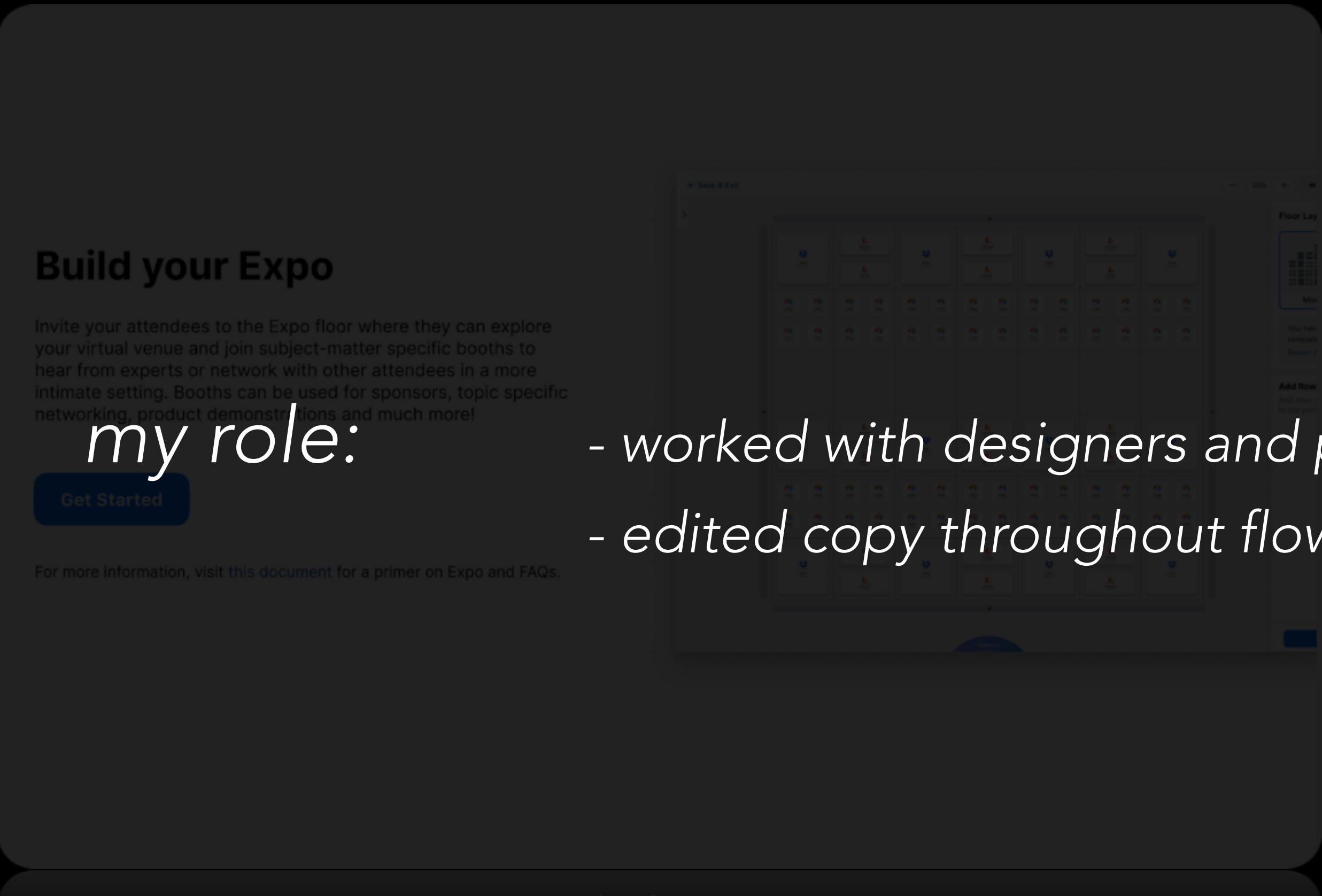
Make your event stand out by allowing your attendees and exhibitors to meet face-to-face on the Expo floor. With Expo, attendees can join subject-matter specific booths to watch product demonstrations, network, and so much more!

**Start Building Your Expo**

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

after

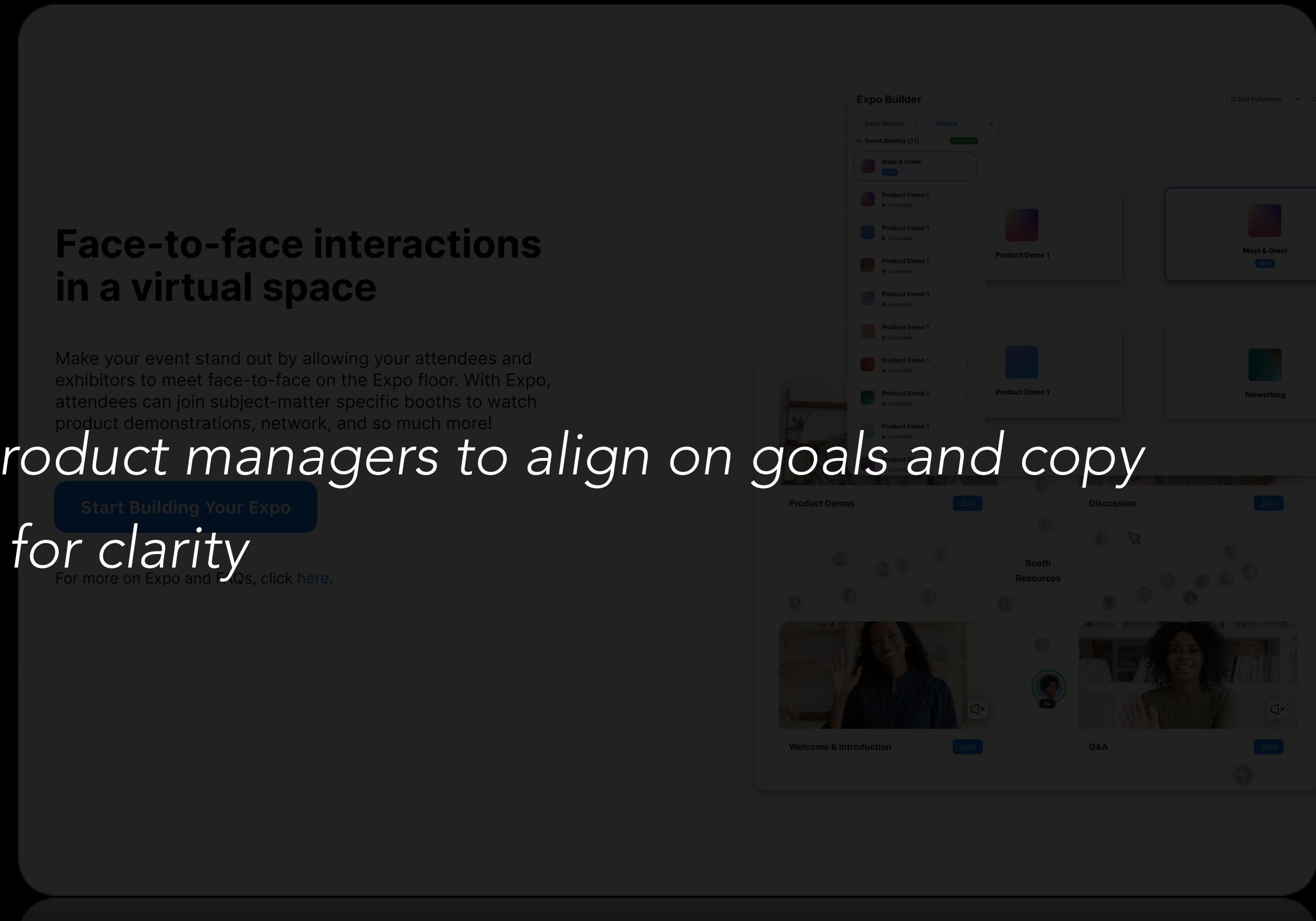
expo | challenge: introduce expo to users



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 displays profile information: First Name (John), Last Name (Smith), and Display Name (John Smith). A note below the display name field states: 'Display name could be your first name or your nickname, or other name you want other people know you on Zoom.' Below these fields are '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 the update. The 'Display Name' field now includes a placeholder 'John Smith' and 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 the display name are new fields: 'Pronouns' (he/him/his), 'Share in a meeting or webinar?' (Ask me every time), 'Department' (Product), and 'Job Title' (Product Manager). A note next to 'Job Title' says: 'Company' (Zoom Video Communications, Inc.), 'Location' (Hefei), and 'Save' and 'Cancel' buttons. The 'Share in a meeting or webinar?' dropdown also includes 'Always share' and 'Do not share' options.

after

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

**before**

zoom UPGRADE ACCOUNT

PERSONAL

Profile

Meetings

Webinars

Personal Audio Conference

Phone

Recordings

Settings

ADMIN

Dashboard

User Management

Chat Management

Room Management

Phone System Management

Account Management

Advanced

New Meeting Join Meeting Schedule Share Screen

First Name John Last Name Smith

Display Name John Smith

Phone China (+86) 18888888888

+ Add Another Phone

Department Product

Job Title Product Manager

Company Zoom Video Communications, Inc.

Location Hefei

Save Cancel

*- identified areas within existing flows to add this feature  
- edited copy throughout the flow for clarity*

**after**

zoom UPGRADE ACCOUNT

PERSONAL

Profile

Meetings

Webinars

Personal Audio Conference

Phone

Recordings

Settings

Department Product

Job Title Product Manager

Company Zoom Video Communications, Inc.

Location Hefei

Pronouns he/him/his

Share in a meeting or webinar? Ask me every time

Always share

Do not share

New Meeting Join Meeting Schedule Share Screen

First Name John Last Name Smith

Display Name John Smith

Phone China (+86) 18888888888

+ Add Another Phone

Department Product

Job Title Product Manager

Company Zoom Video Communications, Inc.

Location Hefei

Save Cancel

# “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.

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

## "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:

*- combined 3 concepts into 1 concept (reserved tickets) for clarity*

*- updated terminology doc and announced changes to relevant stakeholders*

before

after