

# Vivian Zhang

PRODUCT DESIGNER

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## RELEVANT WORK EXPERIENCE

Pixlee | Product Designer

June 2014 - Present

### MAIN RESPONSIBILITIES

- Conduct user research, prototype and test wireframes, iterate based upon collected feedback and data, and finalize high fidelity mocks.
- Partner with PM to gain comprehensive understanding of projects' business goals, brainstorm and scope out projects, and finalize project specs.
- Collaborate with engineering throughout all stages of a product development cycle, from early brainstorming stages, to scoping technical feasibility, to clarifying specs, and to structuring HTML/CSS.
- Work closely with customer success team to identify users to interview for key platform issues and to build smooth on-boarding experience for new features.
- Develop front-end (HTML/CSS) for projects that I design.
- Develop all of Pixlee.com.
- Employee of the Year 2015.

### RECENT NOTABLE PROJECTS

#### Dynamic Photo in Emails

- Lead designer for new feature that enables users to easily add social media photos into their email campaign
- Intuitive workflow does not require usual user onboarding.
- Within first week of feature launch (launched 9/15/2016), 4 customers sent out >100k emails.

#### Influencer Relationship Manager

- Conducted user research and wireframed for what became a new product offering.
- 50% of target customers actively use this feature.

#### Smart Search

- Designed a robust interface with more search capabilities.
- 50% increase in number of searches in platform.

#### Photo Display Skins

- Visual design challenge in skinning 4 photo displays that align to our diverse customers' branding guidelines - users can customize displays before embedding into their websites.
- Reduced our custom engineering hours by >50%.

## EDUCATION & OTHER WORK EXPERIENCE



June 2011 - June 2013

**Teach for America** | Corp Member (CM) & CM Adviser

- Taught 7th & 8th grade science in Arkansas.
- Taught HS geometry in San Leandro, CA.
- Selected to train 12 incoming corps members.



2007 - 2011

**University of Pennsylvania**

B.A. in History and International Relations

- **The Daily Pennsylvanian** | Design Editor
  - Inter-Collegiate Columbia Scholastic Press Association Awards won:
    - Feature Page Design, Portfolio of Work
    - Informational Graphics Portfolio
    - Page One Design Portfolio
- **Philadelphia City Planning Commission** | Graphic Designer
  - Designed initial >250 pg Philadelphia 25th Year Urban Plan

## TECHNICAL SKILLS

Photoshop	●●●●●●	Sketch	●●●●●●
Illustrator	●●●●●●	Maya	●●●●●●
Indesign	●●●●●●	HTML & CSS	●●●●●●
After Effects	●●●●●●	Javascript	●●●●●●

## VOLUNTEERING



June 2015 - Present

**Minds Matter San Francisco** - Educational mentoring program for high-achieving low-income HS students.

- Co Junior Class Lead: set junior class curriculum, plan weekly sessions, develop mentors. Volunteer 10 hr/wk.

## INTERESTS & HOBBIES



Painting



Personality Tests



Pinning



Plants