Vivian Zhang
PRODUCT DESIGNER

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RECENT WORK EXPERIENCE

JOIST | Product Designer
May 2017 - Present (9 mos)

Cross-platform app that allows trade contractors to estimate, invoice, and collect payments.

MAIN RESPONSIBILITIES

- Design seamless experiences across iOS, android, and web.
- Collaborate with PM, engineers, and design team through product development cycle, including strategy, user research, implementation, and QA.

NOTABLE PROJECT

Joist <> QuickBooks Sync ⤤

- Lead designer for new revenue-generating feature, that allows documents created in Joist to sync with QuickBooks.
- Carefully balanced business goals, technical constraints and user needs to meet a strict 2 month deadline.

PIXLEE | Product Designer
June 2014 - April 2017 (2 yrs, 10 mos)

B2B marketing platform that helps brands like Go Pro & Old Navy bridge the gap between social media & their ecommerce experiences.

MAIN RESPONSIBILITIES

- Designed enterprise features systematically, interactively, visually.
- Partnered with PM to gain comprehensive understanding of projects' business goals, brainstorm, and scope projects.
- Collaborated with engineering throughout product development cycle: brainstorm solutions, uncover technical feasibility, clarify specs, structure HTML/CSS, and QA.
- Developed HTML/CSS for projects that I designed.
- Employee of the Year 2015.

NOTABLE PROJECTS

Interactive Social Emails ⤤

- Lead designer of new product offering that enables users to easily add social media photos into their email campaigns.
- Intuitive workflow does not require usual user onboarding.
- Within 3 months of launch (Sept 2016), 80% of users of this feature sent out an average of 5 different email campaigns.

Smart Search ⤤

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

OTHER WORK EXPERIENCES

June 2011 - June 2013 (3 yrs)

Teacher | Teach for America

- Taught 7th & 8th grade science in Arkansas.
- Taught HS geometry in San Leandro, CA.
- Led the development of 12 incoming teachers

Jan 2010 - May 2011 (1 yr, 5 mos)

Graphic Designer | Philadelphia City Planning Commission

- Designed all elements of >250 pg Philadelphia 25th Year Urban Plan

Jan 2009 - Dec 2009 (1 yr)

Design Editor | *The Daily Pennsylvanian*

- Inter-Collegiate Columbia Scholastic Press Association Awards won:
  - Feature Page Design, Portfolio of Work
  - Informational Graphics Portfolio
  - Page One Design Portfolio

TECHNICAL SKILLS

Sketch	●●●●●	Photoshop	●●●●○
HTML & CSS	●●●●○	Illustrator	●●●●○
Javascript	●○○○○	Indesign	●●●●●

EDUCATION

2007 - 2011

University of Pennsylvania
B.A. in History and International Relations

VOLUNTEERING

June 2015 - Present (2.5 yrs)

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

- Co lead the development of 21 high school seniors and 42 adult volunteers. Volunteer 10 hr/wk.