Rui Zhao
Product Designer

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WORK EXPERIENCE

Thruline, Product Designer
Freelance · Aug 2023 - Present
Tool: Figma, Slack

- Led the end-to-end design of **Demand Planner for inventory management**, from ideation to delivering the final specifications, as the sole product designer in collaboration with the CEO and CFO.
- Established **design system** based on the existing product, enhancing systematic user experience improvement and leveraging foundational design elements.
- Designed the **product's website** and **landing page** to boost user engagement by an estimated 21%, aligning closely with evolving brand strategy.

SOCA, Product Designer
Freelance · June 2022 - July 2023
Tool: Figma, Adobe Illustrator

- Contributed as a UX/UI designer to the successful launches of key features, including an **innovative interview tool**, a **reward system**, and a user-friendly **mobile web platform**.
- Initiated and executed a comprehensive **design system** from scratch, managing over 200 responsive components.
- Facilitated effective collaboration with cross-functional teams, including project managers and engineers, ensuring seamless quality assurance.

Pickle, Product Designer
Contract · Jan 2022 - Mar 2022
Tool: Figma, Slack

- Worked closely with the design team and UX researcher to develop an **analytic dashboard for zoom application**, resulting in a 6% increase in user engagement.
- Validated designs through sketching, framework creation, prototypes, and testing.
- Led the design of the **staff mode dashboard**.

Hapybara, Product Designer
Freelance · Dec 2021 - Apr 2022
Tool: Figma, Adobe Photoshop, slack, mural, markup, Figjam

- Directed the UX/UI design of the first MVP, featuring **travel buddy matching**, **post-trip review**, and **identity verification**.
- Validated designs through sketching, creating wireframes, building prototypes, and conducting tests.
- Developed high-fidelity visuals and specifications for the final design solutions.
- Collaborated closely with the founder, a UX researcher, and a developer.

SWA Group, Associate | Senior Designer
Full Time · July 2016 - Present

- Led and supported the design of memorable outdoor experiences for diverse user groups internationally.
- Conducted design research and workshops, delivered project milestones, and gave/supported client presentations for various domestic and international projects.

PROJECT EXPERIENCE

Reapal, Product Design
Solo Project @ Springboard · June 2021 - Nov 2021

- A complete design process from user research to prototyping and testing. Tool: Figma, Invision

EDUCATION

Springboard
2021 - 2022   UX Design Certification

Stuart Weitzman School of Design - University of Pennsylvania
2014 - 2016   Master's Degree, Landscape Architecture

South China University of Technology
2009 - 2014   Bachelor of Engineering (BE), Landscape Architecture

DESIGN

Product Design
UI/UX Design
Visual Design
Interaction Design
Data Visualization

UX METHODS

Persona
Storyboarding
Affinity Diagram
Prototyping
Usability Testing
Card Sorting

TECHNICAL - 2D

Figma
Invision
Webflow
Adobe Photoshop
Adobe Illustrator
Adobe Aftereffect
ArcGIS
Autocad

TECHNICAL - 3D

Cinema 4D
Rhino
Grasshopper
Sketch Up
Lumion

LANGUAGE

Mandarin - Native
Cantonese - Native
English - Fluent