VALORIE ZHANG

Product Designer

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(812) 606–0495

EDUCATION

SEP 2018
PRESENT
University of Michigan
Ann Arbor

MS in Information
UX/HCI
GPA 3.9/4.0

AUG 2012
MAY 2016
Indiana University
Bloomington

BS in Informatics
With Distinction
Minor: Business
Major GPA: 3.8/4.0
Cumulative GPA 3.5/4.0

SKILLS & TOOLS

UX Design
Personas
Sketching
Story Mapping
Wireframing
Prototyping
AR/VR Design

Research
Contextual Inquiry
Survey
Market Analytics
SPSS
Heuristic Evaluation
Affinity Mapping

Design Tools
Figma
Sketch
InVision
Zeplin
Principle
Illustrator
Photoshop

Programming
Python
HTML
CSS
JavaScript
MySQL
PHP

INTERESTS

Street Dance. Cooking. Fitness. Photography

WORK EXPERIENCE

MAY 2019
JULY 2019
Soda Labs | Los Angeles, CA
UX Design Intern
- Designed the user experience for an interactive ad kiosk used in alcohol retail stores to help improve customer experience and increase sales
- Delivered actionable recommendations and identified product value proposition by synthesizing findings from 50+ market research, 110+ users survey responses and 20+ cold/warm user interviews
- Formed target user profiles and created research guides to direct company's product development

OCT 2016
OCT 2018
Sears Holdings Corporation | Chicago, IL
Software Engineer
- Conducted test cases on front–end, back–end and downstream transactions of Sears Commercial B2B application
- Communicated with developers and business team to fix issues found
- Learned AngularJS and Angular2 framework in one month to develop the B2B platform

PROJECT EXPERIENCE

AUG 2019
PRESENT
CineTrip | Remote
UX Design Lead
- Designing a mobile app in a cross–functional team, that helps users find filming locations while traveling
- Identifying MVP value proposition and leading the UX design process
- Collaborating with a developer to launch the app

JAN 2019
APR 2019
I Go If You Go | Ann Arbor, MI
Product Designer
- Designed a physical product to help teens establish healthy habits through engaging in meaningful family conversations
- Worked with PM and mechanical engineers to launch the product in three months

JAN 2019
MAY 2019
Ford Labs | Ann Arbor, MI
UX Researcher & Designer
- Redesigned a project management platform based on insights from 5 user interviews, 1 observation, usability testing, heuristic evaluation, and 80+ survey responses
- Delivered feasible recommendations some of which has been implemented by the client

MAR 2019
MAR 2019
Design Museum of Chicago | Chicago, IL
UX Designer
- Redesigned the website in 5 days based on insights from Google Analytics
- Completed the wireframe with context and one hi–fi home page as a visual sample
- Documented style guide and actionable next steps, which has been implemented by the client