

VALORIE ZHANG

PRODUCT DESIGNER

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WORK

Interaction Designer 3

Remote | 09/2020 - Present

General Motors

- Integrating several internal customer service tools to one Advisor platform - an e-commerce tool for agents to retain customers and manage their subscriptions
- Improving user engagement on OnStar Guardian App - a 2C mobile app that offers safety protection to ~ 20,000 users
- Validating and prioritizing business requirements, mapping user journeys, creating and testing prototypes, and managing final deliverables for PMs, Devs, Researchers, Marketing and Legal
- Drove the adoption of Figma for better remote team collaboration

Solo UX Designer

Remote | 06/2020 - 09/2020

Ava - Health Tech

- Rescoped, redesigned and shipped a B2B2C mobile app with PMs and Devs to provide personalized dietitian coaching services
- Restructured health information dashboard (result: ~70% increase in satisfaction), streamlined meal logging (result: 100% increase in task completion), and unified design patterns for better collaboration

UX Design Freelancer

Remote | 08/2020 - 09/2020

Levels.fyi

- Updated Salary Submission design which resulted in a ~15% increase in click rate. Improved user engagement on Level.fyi website

Designer & Co-Founder

Remote | 09/2019 - 09/2020

Cinetrip - Travel App

- Designed and launched a mobile app from 0 to 1, to help people find film locations while traveling. Designed and developed its landing page
- Led a team of 4 to identify the MVP value proposition

UX Design Intern

Los Angeles, CA | 05/2019 - 08/2019

Soda Labs - SaaS

- Designed an interactive kiosk experience to improve alcohol retailers' customer service and increase sales
- Formed product's target user profiles, identified its value proposition, delivered next-steps to the team after doing market research, surveys and 8 user interviews

Software Engineer

Chicago, IL | 10/2016 - 10/2018

Sears Holdings Corporation

- Collaboratively developed an admin tool site front-end, and conducted QA test on front-end, back-end and downstream transactions of Sears B2B application

Education

University of Michigan - Ann Arbor

M.S in Information Science

- HCI Design, Data Analytics, Info Viz

09/2018 - 05/2020

Indiana University Bloomington

B.S in Informatics

- w/ Distinction

09/2012 - 05/2016

SKILLS

Design Methods

Wireframing
Prototyping
Personas
Sketching
Story Mapping
AR/VR Design

Design Tools

Figma
Sketch
Zeplin
Adobe Suite
InVision
Principle
A-Frame

Research

User Interviews
Usability Testing
Google Analytics
Survey
Heuristic Evaluation
Affinity Mapping

Development

HTML
CSS
Python
JavaScript
Tableau
Altair
SPSS
MySQL

INTERESTS

Amateur Dancer
Professional Foodie :)