

Valorie Zhang

SG PR

Product Designer

<https://valxwz.github.io/portfolio/>

valoryxiaowen@gmail.com

+65 8032-3205

I make rational design by asking good questions.

EDUCATION

University of Michigan - Ann Arbor

Sep 2018 - May 2020

M.S in Information Science - HCI Design, Data Analytics, Info Viz

Indiana University Bloomington

Sep 2012 - May 2016

B.S in Informatics - w/ Distinction

TOOLS

Figma

Mixpanel

UserTesting

ChatGPT

DESIGN METHODS

Lo-fi to hi-fi design

Interactive prototype

User story map

Service blueprint

RESEARCH METHODS

User interviews

Usability test

Survey

Affinity mapping

Heuristic evaluation

INTERESTS

Amateur dancer & professional foodie :)

dtcpay

PRODUCT DESIGNER FEB 2025 - JUN 2025 @ SINGAPORE, HYBRID

| Designed across payment, wallet, and legal compliance features, ensuring project clarity and team alignment in a fast-changing environment.

| Regularly reframed urgent requests by clarifying user problems, defining goals, scoping solutions, and driving toward measurable outcomes.

Ninja Van

PRODUCT DESIGNER JUL 2021 - JUL 2024 @ SINGAPORE, HYBRID

| Led end-to-end web and mobile design projects for logistics operations:

(1) enhancing parcel tracking & cost visibility for internal operations in 5 SEA countries (result: **98%** complete data on internal system),

(2) translating complex technical prompts into clear instructions for warehouse staff (result: **46%** drop in operational errors)

(3) enhancing the completeness of vehicle utilization data to enable analysis and optimization of operational costs(result: **90%** of usable data).

| Integrated a new design system into the Drivers App, added new patterns to the design system, and streamlined the app's information architecture.

| Regularly engaged stakeholders and engineers in the design process, for example by bringing them along to field studies in SEA for first-hand user insights, and synthesizing and sharing research findings afterward.

| Mentored an intern for 3 months and participated in hiring new PD regularly.

General Motors

INTERACTION DESIGNER SEP 2020 - JUN 2021 @ CHICAGO, REMOTE

| Improved user engagement in a vehicle safety app and unified tools into an Advisor platform to help agents manage subscriptions and retain customers.

Industry - Retail & Health Tech

PRODUCT DESIGNER MAY 2019 - AUG 2020

| Designed an interactive kiosk for alcohol retailers and a B2B2C diet coaching app for a health tech company—leveraging user research to define value, improve core features, and boost satisfaction by 70%.

Sears Holdings Corporation

SOFTWARE ENGINEER OCT 2016 - OCT 2018 @ CHICAGO, ON-SITE

| Front-end development and end-end QA test for a B2B admin application.