

Valorie Zhang

SG PR

Product Designer

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

Miro

Sketch

Zeplin

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 :)

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Ninja Van

PRODUCT DESIGNER 2 JUL 2021 - PRESENT @ SINGAPORE, HYBRID

Led multiple end-to-end web & mobile design projects 1) enhancing parcel tracking & cost visibility for internal operations in 5 SEA countries (result: **98%** complete data on internal system), 2) translating technical prompts into understandable guidance for warehouse staff to do accurate ground work (result: **46% drop** of misbehavior), and 3) improving visibility of vehicle utilization (results: **90%** of usable data).

Re-designed and integrate new design system into the Middle Mile Drivers App

Conducted field studies in ID & MY to explain context of ground work to product team & stakeholders.

Engaged stakeholders and engineers in design process regularly so they can better understand design value and acquire 1st-hand user insights.

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

General Motors

INTERACTION DESIGNER 3 SEP 2020 - JUN 2021 @ CHICAGO, REMOTE

Unified customer service tools into an Advisor platform, empowering agents to retain customers and manage vehicle service subscriptions.

Designed solutions to improve a vehicle safety app's user engagement and moderated usability test with a UX researcher.

Ava - Health Tech

UX DESIGNER JUN 2020 - SEP 2020 @ CHICAGO, REMOTE

Streamlined a main feature on a B2B2C mobile app that provides personalised dietitian coaching (result: 70% user satisfaction increase), and unified design patterns for better PD & Dev collaboration.

Soda Labs - SaaS

UX DESIGN INTERN MAY 2019 - AUG 2019 @ LOS ANGELES, ON-SITE

Designed interactive kiosk experience for alcohol retailers, developed user profiles, and identified value proposition from field studies and user interviews.

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.