VALORIE ZHANG
PRODUCT DESIGNER

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WORK

Product Designer
Remote | 09/2020 - Present

General Motors

- Integrating GM Advisor platform - a core customer service tool for North America to assist customers purchase and maintain GM products and services
- Expanding OnStar Link service to connect vehicles with data and call services
- Working with stakeholders, product managers, legal and marketing to validate design requirements, map user journey, and make prototypes
- Convinced my team to adopt Figma for better remote collaboration

Solo UX Designer
Remote | 06/2020 - 09/2020

Ava - Health Tech

- Redesigned and shipped a B2B2C mobile app that provided personalized dietitian coaching services
- Prioritized massive health information on a dashboard. Streamlined onboarding and meal logging flow. 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 (P/T)
Remote | 09/2019 - 09/2020

Cinetrip - Travel App

- Designed and launched a mobile app and its branding landing page, that helps people find film locations while traveling
- Led the UX design and facilitated the team 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 retailers' customer service and increase sales
- Formed target user profiles, identified product value proposition, delivered actionable recommendations from market research, survey and user interviews.

Software Engineer
Chicago, IL | 10/2016 - 10/2018

Sears Holdings Corporation

- Collaboratively developed an admin toolbox platform. Conducted test cases 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

Development

HTML
CSS
Python
JavaScript
Tableau
Altair
SPSS
MySQL

Research

User Interviews
Google Analytics
Survey
Heuristic Evaluation
Affinity Mapping

INTERESTS

Amature Dancer
Professional Foodie :)