

# Valorie Zhang

SG PR

## Product Designer

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

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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 payment, wallet, and legal compliance features in a fast-paced environment by reframing urgent requests—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 PDs regularly.

## General Motors

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

Streamlined tools in the Advisor platform to empower customer service agents in managing subscriptions and retaining customers. Enhanced user engagement in a vehicle safety app.

## 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.