# VALORIE ZHANG
## PRODUCT DESIGNER

valxwz.github.io/portfolio/
valxwz@umich.edu
(812) 606-0495

## WORK

### Interaction Designer 3
**General Motors**
Remote | 09/2020 - Present

- Integrating GM Advisor platform - a core e-commerce customer service tool for increasing customers retention rate and managing subscription services
- Improving user engagement on OnStar Guardian App that offers safety services to ~ 20,000 users
- Working with PMs, Devs, researchers, design system team, legal and marketing to validate design requirements, map user journeys, create and test prototypes
- Drove the adoption of Figma for better remote team collaboration

### Solo UX Designer
**Ava - Health Tech**
Remote | 06/2020 - 09/2020

- Redesigned and shipped a B2B2C mobile app that provides 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
**Levels.fyi**
Remote | 08/2020 - 09/2020

- 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)
**Cinetrip - Travel App**
Remote | 09/2019 - 09/2020

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

### UX Design Intern
**Soda Labs - SaaS**
Los Angeles, CA | 05/2019 - 08/2019

- 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
**Sears Holdings Corporation**
Chicago, IL | 10/2016 - 10/2018

- 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

Amateur Dancer
Professional Foodie :)