

# 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 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

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 :)