Valorie Zhang SG PR

Product Designer

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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
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 :)

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),
  (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.