

VALORIE ZHANG

PRODUCT DESIGNER

valxwz.github.io/portfolio/

valxwz@umich.edu

(812) 606-0495

WORK

Interaction Designer 3

Remote | 09/2020 - Present

General Motors

- 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

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 landing page to help people find film locations while traveling
- Led a team of 4 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 :)