

# 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) , and 2) translating technical prompts into understandable guidance for warehouse staff to do accurate ground work (result: 46% drop of misbehaviour).
- 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, and a User Archetype research with a UX researcher, which inspired new projects to work on.
- 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.