

Valorie Zhang

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
ChatGPT

DESIGN METHODS

Wire-framing
Prototyping
Service blueprint
AR/VR design

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

- Led end-to-end design project building web & mobile features from 0 to 1 for cost visibility and parcel tracking (1.2M parcels/day), increasing completed shipment data to ~96%.
- Revamped a driver app flow which translates technical prompts into relevant shipment information for users to take corrective actions on the spot.
- Conducted 2 field studies on warehouse operations in ID & MY, and proposed new projects based on findings shared with PM, Devs and stakeholders.
- Engaged engineers and stakeholders regularly in user interviews so they can better understand design value and acquire 1st-hand user insights.
- Mentored a product design intern for 3 months.

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 conducted its 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 personalized dietitian coaching, driving ~70% user satisfaction increase.
- Unified design patterns for better collaboration.

Soda Labs - SaaS

UX DESIGN INTERN MAY 2019 - AUG 2019 @ LOS ANGELES

- Designed interactive kiosk experience for alcohol retailers, developed user profiles, and identified value proposition based on field study and user interviews.

Sears Holdings Corporation

SOFTWARE ENGINEER OCT 2016 - OCT 2018 @ CHICAGO

- Worked on front-end development and did end-end QA test of Sears B2B admin application.