

Valorie Zhang

SG PR

Product Designer

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 :)

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Ninja Van

PRODUCT DESIGNER JUL 2021 - PRESENT @ SINGAPORE, HYBRID

- Led end-to-end web and mobile design projects for logistics operations:
 - (1) enhancing parcel tracking & cost visibility for internal operations in 5 SEA countries (result: **98%** complete data on internal system),
 - (2) translating complex technical prompts into clear instructions for warehouse staff (result: **46%** drop in operational errors)
 - (3) enhancing the completeness of vehicle utilization data to enable analysis and optimization of operational costs(results: **90%** of usable data).
- Redesigned an entire mobile app with a new design system and streamlined its information architecture.
- Regularly engaged stakeholders and engineers in the design process, for example by bringing them along to field studies in SEA for first-hand user insights, and synthesizing and sharing research findings afterward.
- Mentored an intern for 3 months and participated in hiring new PD regularly.

General Motors

INTERACTION DESIGNER 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.