Vicky Zheng

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🔗 **vickyzheng.me**

Education

University of Waterloo
B.A. Honours Global Business & Digital Arts
Waterloo, Canada. Graduating May 2024

Tools

Figma, FigJam, Miro, ProtoPie, Illustrator, React, After Effects, Photoshop Google Analytics, Hotjar

Experience

Riot Games - Commerce UX Design Intern
05/2023 - 08/2023, Los Angeles, California

- **Reduced game producer training time by 6 months** by designing a white-label SaaS tool.
- **Directed MVP design across 4 product features** by leading bi-weekly synchronization meetings with strategic leadership, developers, product managers, and customers to align design solutions with user needs.
- **Crafted experiences for over 200+ million active monthly users** and enhanced user data protection and control through a responsive transaction history feature.
- **Improved CSAT by 30% through insights** gained through concept testing, A/B testing, stakeholder demos, user interviews, user flows, and usability testing across projects.
- Improved the user experience and reduced compliance risk by documenting early investigations for refund automation services and parental control tools.

GBDA x Sunlife Capstone - Product Manager
01/2024 - Present, Waterloo, Canada

- **Produced design MVP in 3 months** by leading a team of 4 designers to design a closed-loop fertility healthcare software environment that champions the collaborative care model.
- Create user flows, storyboards, and personas to craft improved experiences for fertility patients, counselors, and clinicians. Investigate project business and legal requirements.
- Plan and execute quantitative and qualitative research studies, such as **literature review (30+), user interviews (3+), and usability testing (5+)**. Synthesized results into actionable insights.

Triyosoft Analytics - UX/UI & Graphic Designer
01/2022 - 08/2022, Toronto, Canada

- Spearheaded marketing website redesign project; overhauled website information architecture and redesigned web pages to improve the user navigation experience.
- Closely partnered with engineers to **implement 2 landing pages and 8+ site updates** through design QA. Improved **conversion rates by 20% and reduced bounce rates by 30%**.
- Improved the user navigation experience by designing an optimized site map. Conducted user research through user interviews, scenario roleplay, card sorting, Hotjar heat maps, and Google Analytics.