

Vicky Zheng

vickyzheng.me

vickyhy.zheng@gmail.com

Product Design

(416) 985-6041

Profile

Results-oriented product designer with 2+ years of experience in building high-value enterprise SaaS products from the ground up. Proven excellence in user experience/user interface design, product management, stakeholder & team alignment, and business strategy.

Experience

GBDA x Sunlife Capstone - Project Manager

January 2024 - Present, Waterloo, Ontario

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

Riot Games - Commerce UX Design Intern

May 2023 - August 2023, Los Angeles, California

- Spearheaded end-to-end design for a white-label SaaS tool to be used by game producers across existing and R&D game teams projected to **reduce producer training and onboarding times from 6 months**.
- Directed early MVP design work across **4 product features** by leading bi-weekly synchronization meetings with strategic leadership, developers, and product customers to align design solutions with user needs.
- Enhanced user data protection and control by crafting a mobile-desktop responsive transaction history feature that services over **200+ million active monthly users** across all channels.
- Created **7+ Figma prototypes** and conducted concept testing, A/B testing, stakeholder demos, user interviews, user flows, and usability testing across projects. Improved CSAT by 30% through insights.
- Improved the player experience and **reduced compliance risk** by documenting early requirements gathering for refund automation services and parental control tools.

Triyosoft Analytics - UX/UI & Graphic Designer

January 2022 - August 2022, Toronto, Ontario

- 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%**.
- Initialized design system for the marketing team using Figma, **contributing 10+ reusable prototyped components** to the design system.
- 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.

Education

University of Waterloo - B.A. Global Business & Digital Arts

September 2020 - May 2024 Waterloo, Canada

Tools

Figma, FigJam, Miro, ProtoPie, Illustrator, React.JS, After Effects, Google Analytics, Hotjar, Google Ads