ZHEN WANG

UX DESIGNER

Portfolio
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EDUCATION

The University Of Texas At Austin
MAY 2016
MS in Information Studies
Specialization: User Experience
GPA: 4.0 / 4.0

The University Of Texas At Austin
MAY 2014
Bachelor of Computer Engineering
GPA: 3.8 / 4.0

SKILLS

Design: Illustration & UI Graphics • Wireframe & Mockups With Sketch & Illustrator • User Flow

Prototyping: Rapid Prototyping With Figma • Interactive Flow With React, HTML/CSS/JS

Research: Data Analysis • Usability Testing • Heuristic Evaluation • Competitive Analysis

EXPERIENCE

Twilio Inc. • Product Designer
JUNE 2021 - PRESENT

I spearheaded the Regional Onboarding project aimed at improving customer understanding of Twilio Regions. I developed a comprehensive strategy that resulted in a successful launch of phase 1 of the project with the impressions on the "Regional Buy-a-Number" page increased by a substantial 179%.

I dedicated my effort to reduce customer confusion by re-evaluate the default region in the Twilio Console. I validated solutions through a content survey with researchers and collaborated with stakeholders to address consequences.

I initiated the Global Design Guidelines and established a design library to facilitate collaboration and consistency among the design team. This enables designers to work together effectively and with a unified approach.

I built platforms for asynchronous file reviews and discussions within Airtable to boost the efficiency of team collaboration.

Tasktop Technologies US Inc. • Senior UX Designer
JULY 2016 - JUNE 2021

I was the lead designer creating features of our enterprise software to connect DevOps tools that plan, build, and deliver software. Also, I drove the design of our product to make the value stream visible and measurable and developed the user interface using TypeScript with React. I collaborated closely with product managers, developers, and field personnel.

I assisted the CEO with designing the interior graphics and Flow FrameworkTM for his market-developing book "Project to Product". Based on the book, I initiated and led the design to translate the concept from the book into the product prototype.

I initiated and conducted usability testing to validate the design decisions, ensuring an improved customer experience.

I created visualizations to help customers understand our product better, and develop user experience enhancements to the user docs website with HTML/CSS/JavaScript.

I collaborated with the leadership to create organized, engaging, and animated presentations and graphics for various conferences and talks.

Rackspace Inc. • UX Designer
MAY 2015 - MAY 2016

I researched users, conducted usability testing, and redesigned the ServiceNow platform, related to the new hire process, and led the design process from sketches to wireframes to high-fi prototypes.

I consulted with the company to build an interactive high-fi prototype to create consistency between their customer and customer support websites.