ZHEN WANG

PRODUCT 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

University of Nebraska-Lincoln
MAY 2014
Bachelor of Computer Engineering
GPA: 3.8 / 4.0

SKILLS

Design: Illustration & UI Graphics • Wireframe & Mockups with Figma • User Flow

Prototyping: Rapid Prototyping with Figma • Interactive Flow with TypeScript+React, HTML/CSS/JS

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

EXPERIENCE

Tripalink, Corp. • Lead Product Designer
JULY 2023 - PRESENT

Lead end-to-end product design for Tripalink's leasing platform, supporting the full renter journey from engagement and touring to application and move-in. Empowered leasing agents to manage 250+ leads per month per agent, driving a sustained 20% YoY increase in efficiency.

Advanced AI integration across leasing and marketing platforms, reducing manual work by 40% while driving measurable business outcomes: +3% rental applications and +16% tour-to-lease conversions.

Accelerated website growth through initiatives like AI-powered search, optimized listing experiences, and a referral program, resulting in 28% YoY growth in Monthly Active Users (MAU) while maintaining 3.4% lead generation rate stability.

Manage and mentor a design team, fostering collaboration across product, engineering, and operations to align design with business objectives.

Twilio Inc. • Product Designer
JUNE 2021 - FEBRUARY 2023

Spearheaded the Regional Onboarding initiative to improve user comprehension of Twilio Regions, launching a redesigned "Buy a Number" page that increased impressions by 179%.

Drove the removal of the "Default Region" feature by aligning cross-functional stakeholders, conducting a targeted content survey, and partnering with research to mitigate user confusion.

Conducted a mental model study (34 participants, 17K+ accounts analyzed) to inform user needs and improve the cross-product region-switching experience.

Initiated and documented Twilio's Global Design Guidelines, establishing a scalable system and design library to ensure brand and UX consistency.

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

Led product design for enterprise software connecting DevOps tools, shaping features that made the value stream visible and measurable for Fortune 500 customers.

Partnered directly with the CEO to design and launch a new enterprise product based on the Flow Framework™ (featured in Project to Product). Drove the product from 0 to 1, securing a $2M enterprise deal within one year.

Contributed front-end development using TypeScript, HTML, CSS, and JavaScript, bridging design and engineering for seamless delivery.

Initiated and ran usability testing, validating design decisions and ensuring measurable improvements in customer experience.