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

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

Twilio Inc. • Product Designer
JUNE 2021 - PRESENT

I led the Regional Onboarding project with the goal of enhancing customer understanding of Twilio Regions. I developed a comprehensive strategy that resulted in a successful launch of phase 1 of the project. The impressions on the regional "Buy-a-Number" page increased by a substantial 179%.

I dedicated my effort to reduce customer confusion by reassessing the "Default Region" in the Twilio Console and collaborated with the researcher to conduct a content survey. I also engaged all relevant stakeholders to mitigate the impact of removing the concept of the "Default Region".

I performed a mental model research to gain insights into use cases for changing Regions across multiple services. This involved surveying 34 participants, analyzing usage data from 17,616 accounts, and reviewing past research reports.

I initiated the Global Design Guidelines and established a design library to facilitate collaboration and consistency among the design team.

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

As the lead designer, I designed features for our enterprise software that connects DevOps tools and drove the design of our product to make the value stream visible and measurable. I also developed the user interface using TypeScript and collaborated closely with product managers, developers, and field personnel.

I assisted the CEO with designing the interior graphics and Flow Framework™ for his book "Project to Product," and led the design to translate the concept from the book into the product.

I initiated and conducted usability testing to validate design decisions for 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 conducted user research, usability testing, and redesigned the ServiceNow platform for the new hire process. I led the design process from sketches to wireframes to high-fidelity prototypes.

I consulted with the company to develop an interactive high-fidelity prototype to ensure consistency between their customer and customer support websites.