

Weiwei Zhang

An experienced designer who transforms complicated problems into intuitive and elegant experiences one at a time.

PORTFOLIO

<https://weiweiuux.cc/>

CONTACT

weiweizh2017@gmail.com

SKILLS and Tools

Design strategy,
Workshop, UI/UX Design,
User Research,
Journey Mapping
Remote Usability Testing
Figma, Marvin,

FOCUS AREAS

Tooling, B2B, ML,
Data analytics,

AWARDS

1st place in Google Women
Hackathon (36 teams)

1st place in Velvet Women Who
Code Hackathon

Employee of the month -
Wisdom Award Anonymously
nominated by Wise Systems
employees.

Full Scholarship for the Master
program of ICT Innovation by
Europe Union Top 2%, worth
\$76000

3rd Place National Scholarship,
SYSU Top 5%

EDUCATION

MSc of HCI, Royal Institute of
Technology, Sweden

MSc of HCI, University College
London, U.K

BEng in Computer Science

BA in Design, SYSU, China

WORK EXPERIENCE

Senior product designer — Twilio Segment CDP

July 2022 – February 2023, remote, U.S.

- Support product designs for four different teams in CDP integrations
- Lead research and concept testing to inform the product roadmap
- Contribute to two design sprints to validate visions for new areas

Lead product designer — Wise Systems

February 2019 – June 2022, Cambridge, U.S.

- Lead the design of B2B web and mobile app for ML based route planning, vehicle and driver management applications..
- Lead an open, user-centered, collaborative design culture. Designed and facilitated the designer onboarding process, established design principles, standardized design brief templates and user research templates.

Lead product designer — R2.ai

July 2016 – April 2018, Sunnyvale, U.S.

- Lead the UI/UX design of the ML modeling web Application.

PROJECTS

Catalog redesign — Twilio Segment

- Lead the concept design testing to inform the product roadmap
- Discovered UX discrepancies owned by two teams, organized ownership alignment meetings and reach alignments for an action plan
- Lead the UI/UX design to add clarity to the in-app catalogs

Customer deletion dashboard — Twilio Segment

- Lead the design of deletion dashboard to save an recurring ARR of \$\$\$
- Discovered a UX pitfall in two product areas and coordinated the cross-pillar teams for an data informed action plan

Action mapping UI improvements — Twilio Segment

- Integrate customer feedback of different use cases into design improvements to support a major reverse ETL feature's GA launch
- Lead research and concept testings to validate new designs
- Lead brainstorm workshop with cross-functional team to inform future product directions in a very technical domain