



Catherine Zeng



UX Design and Product Design

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EXPERIENCES

Lead UX Designer | employHER Inc. | Seattle, WA

11/2019 - present

- Established a web and mobile talent engagement platform; accelerated brand identity through instructional videos and logo designs; increased user acquisition and retention with 3 subscriptions models.
- Piloted a suite of SaaS tailored for B2C and B2B needs; defined unique design specifications for business intelligence (BI) solutions; collaborated with front-end engineers to devise design system and CSS stylesheet.
- Orchestrated the design team to deliver Minimum Viable Product (MVP) via Agile product management.

Product Designer | SkillItUp | Seattle, WA

09/2019 - present

- Applied iterative user-centered design (UCD) to advance gamification learning in Data Visualization-Machine Learning-Python curriculum at the University of Washington, with 300 active users enrolled every school year.
- Streamlined user interfaces and introduced 3 micro-interactions; pioneered interactive sitemaps to enhance information architecture and alleviate users' cognitive overload; collaborated with developers via React.

Experience Design and Tutor Support Intern | Pipeline Project UW | Seattle, WA

09/2019 - present

- Integrated equity-centered design with community partners to improve face-to-face and digital tutoring experience for 600 student volunteers every year; revamped organization branding through web design.
- Conducted qualitative, quantitative research and data analysis and delivered quarterly reports during stakeholder walkthrough; achieved 33% growth in user engagement rate and 15.9% increase in fundraising revenue.

UX/UI Design Intern | Rapoo Technology Co. Ltd. | Shenzhen, China

07/2019 - 09/2019

- Levered 5 brand features including customer service support, e-commerce, and microblog, in the mobile platform; adapted features for global users from 57 countries via Objectives and Key Results (OKR) framework.
- Aligned with market analysis and ethnographic research study to design user interfaces and create 5 navigational UI icons; strategized sustainable and scalable design requirements and design strategies with the product team.

Participatory Researcher and Designer | KidsTeam UW | Seattle, WA

07/2019 - present

- Partnered with 22 adults and kids aged 6-11 and to design children technology for 5 industry clients; guided children through use case brainstorming, rapid prototyping, usability testing, and project presentations.
- Spearheaded Artificial Intelligence (AI) Literacy study in 2 educational platforms via 5 qualitative memo coding.

Customer Experience Designer, Volunteer Lead | UW Food Pantry | Seattle, WA

04/2019 - present

- Structured A/B testing, focus group, and interactive prototyping to enhance 273 customers' shopping experience and save 4,117 pounds of food from waste-stream in a year; improved internal communication via service design.
- Cultivated and supported long-term visions and missions through 1 web design and 3 graphical design projects.

EDUCATION

University of Washington | Seattle, WA

expected graduation: June 2022

- Degrees:** Bachelor of Science in Human Centered Design & Engineering (HCI) with a 3.90 cumulative GPA; minor in Informatics; intended double major in Applied Computational & Mathematical Sciences.
- Involvements:** UW Leaders; Design for America; Society of Women Engineers; HuskyTech Cohort; Lead Teaching Assistant for CSE180 in the department of Computer Sciences and Engineering.
- Awards:** 2020 Husky100; first place at 2019 Airbnb Design Jam, top impacts at 2020 WINFO Hackathon.

TOOLS AND SKILLS

User Research, User Modeling

observations, interviews, mind maps, customer flows and tasks analysis, data analysis, data visualization, affinity diagrams, storyboards, card sorting, personas, user journey maps

Visual Design, Interaction Design

wireframes, mockups, prototypes via Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), Invision, UXPin, MS Office Suite, Zeplin, Balsamiq, Principle, WordPress

Usability Testing Marvel, Hotjar

Project Management Miro, Trello
Data Programming Tableau, Java, CSS3, HTML5, R, Python, BigML
UX Writing, UX Documentation
Content Strategy, Design Thinking