

WEI (Ethan) ZHANG

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SUMMARY

UX Designer and UW HCDE '27 graduate student with experience shipping end-to-end products and web experiences in e-commerce. Strong in research-to-prototype execution, cross-functional collaboration, and data-informed iteration.

CORE SKILLS

Design & Prototyping: Responsive Design, Wireframes, User Flows, Interactive Prototypes, Information Architecture, A/B Testing

Research: Interviews, Surveys, Affinity Mapping, Personas, Focus Groups, Journey Maps, Competitive Analysis, Usability Testing

Tools: Figma, Adobe Creative Suite, InVision, Principle, After Effects, Google Analytics, LLMs, Miro, Slack

Frontend (basic): Python, HTML, CSS

EXPERIENCE

UX Designer — Verlas • Nov 2023 – Mar 2024, Remote

- Led an end-to-end redesign of key Verlas.com conversion webpages, partnering with PM, content designer, and developers to align scope and ship improvements.
- Designed 8 new webpages by translating research insights into user flows, wireframes, and hi-fi prototypes, then iterating through stakeholder reviews and usability tests.
- Increased site performance by +15% traffic, +8% conversion rate, and +22% monthly revenue by redesigning PDP/Blog/About with tighter cross-sell pathways, clearer product education, and stronger trust signals.

UX Designer — Depict Brands • Aug 2022 – Nov 2022, Boston, MA

- Designed and shipped 3 webpages for a dental clinic, generating 27 online appointments by streamlining the end-to-end booking flow using interview and journey-map insights.
 - Reduced bounce rate by 17% as measured by Google Analytics by simplifying the website information architecture and standardizing UI components to improve scan ability and consistency.
 - Improved clinic credibility as measured by the post-test interview by clarifying the clinician's credentials on the About page.
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ACADEMIC PROJECTS

PSPI & QMS — ER Communication System • Sep 2025 – Dec 2025

- Designed two connected ER communication concepts—Queue Management System (QMS) and Patient Status & Progress Indicator (PSPI) to improve transparency across stages of ER care and reduce patient/caregiver anxiety.
- Conducted literature review, patient/caregiver survey, and provider interview to validate needs related to patients' uncertainty, progress visibility, and wait-time expectations.
- Iterated from usability feedback to improve readability, reduce cognitive load, and clarify wait-time explanations, achieving 90% reported anxiety reduction and 100% interest in adoption, as measured by post-test interviews.

SAVE — Budgets Management Mobile App • Jan 2023 – May 2023

- Identified 3 MVPs by converting 6 interview insights and competitive analysis into a value-effort matrix, then mapping top solutions into user flows, building wireframes, and designing interactive prototypes.
 - Reduced user effort in budgeting and decision-making by implementing adaptive filters (time and account), intuitive spend categorization, and "auto-budget" computation that turns raw transactions into actionable insights.
 - Achieved 9.0 satisfaction and 95% recommend intent by iterating the Spending Insights dashboard, Budget-to-Goal planner, and deals discovery based on usability findings and hierarchy simplification.
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EDUCATION

M.S., Human Centered Design & Engineering — University of Washington, Seattle • June 2027

M.A., Emerging Media Studies — Boston University • August 2022

B.A., Business Administration — University of Washington Bothell • December 2019