

# WEI (Ethan) ZHANG

## CONTACT

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## SUMMARY

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

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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

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## CORE SKILLS

### Design & Prototyping:

Responsive Design, Wireframes, User Flows, LLM-Augmented Design, Interaction Design, Information Architecture, Interactive Prototyping, A/B Testing, Data-Informed Iteration

### Research & Strategy:

Interviews, Surveys, Affinity Mapping, Personas, Journey Mapping, Competitive Analysis, Google Analytics, Usability Testing, MVP Identification, Value-Effort Evaluation

### Technical & Collaboration:

Figma, Adobe Creative Suite, InVision, Principle, After Effects, HTML, CSS, Python (Basic), Miro, Slack, Cross-functional Collaboration, Agile Methodology, Stakeholder Management

## EXPERIENCE

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

- Drove an 8% increase in purchase conversion and a 22% boost in monthly revenue by redesigning the Product Description Page (PDP), synthesizing insights from user interviews and competitive audits to improve product education.
- Increased website traffic by 15% through the end-to-end redesign of the "About" page and the launch of a new Blog experience, focusing on enhancing brand storytelling and information architecture.
- Collaborated with PMs, content designers, and developers to ship 8 high-fidelity web pages, translating research findings into user flows, wireframes, and high-fidelity prototypes, iterating based on stakeholder reviews and usability testing.

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

- Designed a conversion-focused website for a family dental practice by structuring key decision content (services, providers, hours, location, contact) into a scannable, task-first layout.
  - Increased patient inquiries 15% as measured by Google Analytics by standardizing high-intent CTAs (Book Now, tap-to-call) across service and landing pages to reduce booking friction.
  - Improved first-time patient confidence by highlighting provider bios, credentials, and testimonials to reduce uncertainty and support trust-building.
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## ACADEMIC PROJECTS

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

- Synthesized qualitative and quantitative insights from literature reviews, patient/caregiver surveys, and provider interviews to design two connected communication concepts (QMS and PSPI) aimed at reducing patient uncertainty.
- Reduced user cognitive load and improved readability by iterating on high-fidelity prototypes based on usability feedback, specifically refining the presentation of wait-time expectations and care progress.
- Achieved a 90% reported reduction in patient anxiety and a 100% interest in adoption as measured through post-test interviews.

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

- Identified 3 core MVPs by synthesizing interview insights and competitive analysis into a Value-Effort Matrix, ensuring the most impactful features were prioritized for the initial design phase.
- Streamlined the budgeting workflow by designing interactive prototypes with adaptive filters and an "auto-budget" feature that converts raw transaction data into actionable financial insights.
- Enhanced data visualization and scannability within the Spending Insights dashboard, leading to a 90% satisfaction score by simplifying the hierarchy of transaction summaries and expense-tracking components.