

Wei Zhang Product Designer

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Work Experience

Verlas Nov 2023 – March 2024

UX Designer

- Conducted user interviews, competitive analysis, and website inspection to identify key pain points leading to Verlas' low revenue.
- Enhanced diamond shopping experience by redesigning the product page and introducing a blog section, employing interaction design principles, A/B testing, and information architecture, resulting in a 25% faster purchase decision-making process.
- Exceeded stakeholder expectations by implementing "You may also like" section, significantly boosting monthly sales by 10%.

Kanban Zone Dec 2022 – Jan 2023

Product Designer

- Led a comprehensive redesign of the landing page, integrating an intuitive navigation system, enriched content, and updated CTAs, achieving 8% growth in user sign-ups.
- Developed and implemented design solutions by conducting competitive analysis and usability testing, effectively highlighting the product's unique selling points on the homepage.
- Managed team collaboration with manager, designers, and developers to revamp the homepage within a strict one-month deadline, setting clear design objectives, promoting open communication, and ensuring team cohesion.

Depict Brands Apr 2022 – Jul 2022

UI/UX Designer

- Designed a dental clinic website by leveraging a Content Management System (CMS), achieving 42 online appointments within the first month.
- Improved appointment scheduling efficiency by creating a thumbnail gallery for dental services, utilizing wireframing, information architecture, and UI design principles.
- Crafted an About Page that effectively communicates the clinic's story, mission, and values through stakeholder interviews and SWOT analysis, enhancing patient trust and organizational credibility.

Project

SAVE Jul 2022 – Jan 2023

Product Designer

- Spearheaded the design of a financial mobile application using the Material Design System, achieving an 8.9/10 user satisfaction rate and a 95% recommendation rate.
- Gathered user feedback through qualitative research to identify and address key factors leading to inefficient finance management.
- Refined design solutions through usability testing have streamlined the expense tracking and budget setting processes, significantly improving financial management efficiency.

Education

Springboard Feb 2022 – Dec 2022

UI/UX Design Certificate

Boston University Sep 2021 – Aug 2022

Master of Arts in Emerging Media Studies

#User-Producers 2.0: Developing Interactivity

#Social Data Analysis and Visualization

University of Washington Bothell

Jan 2018 - Dec 2019

Bachelor of Arts in Business Finance

Skills & Toolkits

Interaction Design, User Research, Information Architecture, Prototyping, Usability Testing, Wireframe, HTML/CSS

Figma, Adobe Creative Suite, InVision, Miro, Zeplin, Axure, Generative AI Tools