

Cindy Zhang

Product Designer

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Product Design Experiences

UX Product Designer | Overstock.com

July 20, 2020 - Present

- Sole designer in the customer service team to research and design information architecture, user flows, interactions for the internal tools, improving task duration by 42% and reducing training costs.

Product Design Extern | Salesforce

September 20, 2019 - December 15, 2019

- Redesigned Salesforce Marketing Cloud's Journey Builder to increase Marketers' confidence when activating a digital campaign.

Experience Design Intern | Alibaba

May 20, 2019 - August 10, 2019

- Worked cross-functionally to deliver high-fidelity prototypes of the "new goods" tab at Taobao, released in August 2019, resulting in a 30.87% increase in total Unique Visitor (UV) conversion value.
- Designed the user flows and prototypes for mini-program platform, realizing the key process in Alibaba's full-expansion initiative.
- Reorganized 2000+ icons for a unified design system, delivered design specifications for a consistent Alibaba design.

UX Research Assistant | Nielsen Norman Group

August 12-19, 2019

- Facilitated and gathered qualitative data on PC reading patterns with standard/unique UI.

UX Design Intern | Rently

January 2018 - June 2018

- Sole designer in a scrum team to design user flows, interactions and prototypes for Bluetooth lock installation 1.0., launched in July 2018.
- Rapidly tested and strategically designed solutions across the website and iOS & Android mobile apps.

Competency

User Experience Design
User Journey Mapping
User Research
Interaction Design
Rapid Prototyping

Tools

UX Design

Figma, Sketch, InVision,
Principle, Zeplin, Keynote,
Adobe Creative Suite

Additional

HTML/CSS/some Javascript
Unity/TinkerCAD
Final Cut Pro

Education

M. S. Human Computer Interaction/design

Indiana University
TA for Interaction Design
May 2020

B. A. Mathematics

B. A. New Media Arts

University of Virginia,
Dean's List
May 2017

Certificate of Business

McIntire Business Institute
June 2016