

Zoe Wang

Product/UX Designer

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zoeuxdesign.com

Skills & Tools

Design

Persona

Journey Map

Storyboard

Ideation

Wireframe

Prototyping

Information Architecture

Hi-Fi UI

HTML/CSS

Design System

Research

Competitive Analysis

Concept Testing

Interview

Focus Group

Survey

A/B Testing & Experiment

Usability Testing

Heuristic Evaluation

Software Tools

Figma

Sketch

Principle

InVision

Adobe Illustrator

After Effects

Hotjar

Heap Analytics

Collaboration

Workshops

Design Critique Facilitator

Self Starter

Iterative Feedback

Inquisitive by nature

Communicative

Education

Purdue University

AUG 2016 - DEC 2018, INDIANA

M.S. Human-Computer Interaction

Huazhong University of Science & Technology

SEP 2011 - MAY 2016, CHINA

B.S. Architecture

Experience

Product Designer / Ten-X Commercial

JAN 2019 - PRESENT, SF BAY AREA

Redesigned and shipped the marketplace search experience

Collaborated closely with the cross-functional team to launch a new search flow of the commercial real estate marketplace with over \$200M worth of assets sold; created designs on both desktop and mobile.

Led the design of the asset marketing process for a B2B SaaS product

Owned the whole product design process of a marketing campaign builder tool for brokerage firms, made iterations based on feedback from multiple stakeholders; built the MVP from scratch.

Redesigned the leads management dashboard used by 80% brokers

Delivered solutions from concept to production; conducted various types of user research, created wireframes, hi-fi visuals, and interactive prototypes; decreased the average session time by 20%.

Drove the effort of building and maintaining the design systems

UX Designer&Researcher / DiDi

MAY 2018 - OCT 2018, BEIJING

Shipped a new mobile app feature for China's largest ride-share platform

Served as a hybrid designer for the Emergency Help feature; tested and delivered designs based on usability testings and research findings; increased the adoption rate by 15%.

Improved and streamlined the cross-channel interaction experience

Redesigned the interaction flow to connect two primary channels more efficiently: mobile app and Rearview Mirror DVR; decreased the steps from 8 to 3.

UX Design Freelancer / Reachyourgoal.org

MAY 2017 - SEP 2017, SAN PABLO

Launched a mobile app used by the child psychotherapist

Led the design efforts from early user research to visual design; Collaborated with a small cross-functional team of 5 members to iterate and test designs in an agile environment; created motion designs to facilitate the treatment.