

Zoe Wang

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zoeuxdesign.com

Passionate Product designer with 3 years of industry experience translating user needs into meaningful experience across web and mobile.

User Research - IA - Interaction/Visual Design - Design Systems - Figma/Sketch

EXPERIENCE

Product Designer, Ellevation Education - Boston, MA

FEB 2020 - PRESENT

A web-based SaaS platform for school districts to empower K-12 English Language Learners

- Designed and shipped 3 top-requested features of Ellevation Math: Response Analysis, Student Reports, and Class Rostering. Received a customer satisfaction score of 4.2 out of 5.
- Led the redesign of the teacher experience, created demos to assist Sales team in generating a 120% increase in FY' 20 Back To School bookings.
- Pioneered the concept design of the Content Management System for Math products. Received positive feedback from internal instructional designers.

Product Designer, Ten-X Commercial - San Mateo, CA

JAN 2019 - DEC 2020

A commercial real estate marketplace for investors and brokers to buy and sell online

- Redesigned and shipped Search Experience on both mobile and web for the marketplace with over \$200M worth of assets sold, resulting in a 15% increase in the conversion rate.
- Led design and research effort for 2 product areas of company's first B2B SaaS solution, Marketing Automation Tool. Collaborated with 3 designers, 4 PMs, 12 engs, and 5 external stakeholders.
- Redesigned one of the highest impactful features which used by 80% brokers, Leads Management Dashboard. Reduced the session time by 30%.

UX Designer, DiDi Chuxing - Beijing, China

MAY 2018 - OCT 2018

The largest mobile transportation platform in China with over 550 million users

- Launched a valuable feature for drivers' safety issues: Emergency Help. Initiated the research effort and delivered solutions via an iterative process, resulting in a 15% increase in the adoption rate.

UX Design Freelancer, Reachyourgoal.org - Berkeley, CA

MAY 2017 - SEP 2017

- Shipped a MVP mobile app solution for child psychotherapist to facilitate the treatment with a small cross-functional team of 4 members.

EDUCATION

Master of Science in Human-Computer Interaction

Purdue University

Bachelor of Science in Architecture

Huazhong University of Sci & Tech