Chase Zheng
PRODUCT DESIGNER

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EDUCATION

MBA in Data Analytics

MS in Human-Computer Interaction

University of Michigan
Exchanged at HEC Paris
May 2020 | Ann Arbor, MI

BA in International Business

Shenzhen University
Exchanged at Ritsumeikan University, Japan
July 2011 | Shenzhen, China

AWARDS

Yaffe Digital Innovation Scholarship
Marcel Gani Fellowship
InsideIL Fellowship & 2 more

KEY SKILLS

User interviews
Usability testing
Lo-fi + Hi-fi prototyping
Storytelling
Data visualization
Stakeholder management

TOOLSET

Sketch | Figma
Protopie
Invision
Photoshop
Tableau

PROGRAMMING

HTML + CSS
SQL
Python (Scikit-learn, Altair)

COOL STUFF

Avid Surfer
Licensed Padi Diver
Muay Thai Enthusiast
Language Lover - speak 5

PROJECT EXPERIENCE

BEST FRIENDS - A PET SHELTER

Product Designer   Summer 2020 | Chicago, IL

• Redesigned the shelter website to increase adoption rate, building a responsive website that covers the key functionalities and creating new features to drive adoption

8IT - A FOOD TECH STARTUP

Product Designer   Winter 2020 | New York, NY

• Redesigned the iOS app to improve user experience by conducting 10 usability testing, 5 interviews, and analyzing internal data, increasing user satisfaction by 60%

SWEETDREAMS

UX Researcher   Fall 2019 | Ann Arbor, MI

• Led a team of 4 to develop a phone lockbox from ideation to prototyping to help kids moderate tech device use; received 2 startup grants from sponsors and investors

SYNC

Product Designer   Fall 2019 | Ann Arbor, MI

• Designed a phone contact management app with innovative features that can replace the native contact system by conducting user interviews and usability tests

PROFESSIONAL EXPERIENCE

DELL TECHNOLOGIES

Product Strategy MBA Intern   Summer 2019 | Austin, TX

• Reimagined Dell's Latitude laptop through interviews, survey, and competitive analysis; won global product innovation competition among 200+ participants

PREEN.ME - A DIGITAL MARKETING STARTUP

Product Design & Data Analytics Intern   Summer 2018 | Tel Aviv, Israel

• Collaborated with global teams to design a dashboard by running user interviews, fake door testing, and A/B testing, acquiring 300+ leads in a month

• Analyzed data and designed content strategy for infographic BI reports using SQL, Tableau, and Sketch, acquiring 3 accounts; published to a renowned digital journal

• Prototyped project management tool to identify internal time bottlenecks and predict accurate project timelines, ensuring 100% on-time project delivery

CHRISTIAN DIOR COUTURE

Strategy & Operations Executive   2014-2017 | Shanghai, China

• Redesigned and digitized stock adjustment procedure to increase efficiency, reducing duration of stock adjustment by 50% and cutting logistics cost by 6%

• Partnered with marketing and IT team to design an app on Wechat for a digital sales campaign for limited edition handbags, generating $2M+ revenue in one day

• Directed analysis of data and collection of internal feedback to refine customer relationship management method for 5 stores, boosting sales by $300K in a quarter