

CHASE ZHENG

PRODUCT DESIGNER

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EDUCATION

MBA in Strategy & Analytics

MS in information (HCI & DS)

University of Michigan

Exchanged at HEC Paris, Tel Aviv University

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

Figma | Sketch

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

PROFESSIONAL EXPERIENCE

CHOWBUS - AN ASIAN FOOD DELIVERY STARTUP

Product Designer

2021 | Chicago, IL

Lead end-to-end design projects for both B2B (diner app & driver app) and B2C (restaurant solutions) products at Chowbus:

- Redesigned Chowbus Plus sign up experience by simplifying user flow, repositioning value prop and conducting competitive analysis, lifting 28% in conversion
- Improved order status updates experience through ideating new features and conducting usability tests, reducing 31% of customer support tickets
- Revamped the driver app to improve the app store readiness by uplifting the UI and conducting driver research and interviews, getting leadership's buy-in
- Visited restaurant on a regular basis to collect feedback and conduct concept and usability testing on POS product, conceptualizing & iterating new features

REMEDiate - A STARTUP FOCUSED ON CHILDREN'S WELLBEING 2020 | Chicago, IL

Product Designer

- Led a team of 4 to develop an iOS app and lockbox from ideation to prototyping to help kids moderate tech device use; received 2 startup grants

PREEN.ME - A DIGITAL MARKETING STARTUP

Product Design 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%
- 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

PROJECT EXPERIENCE

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%

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