

LU ZHANG

PRODUCT DESIGNER

Work Experience

Vee | Service Designer Intern

New York, USA

Sept - Dec, 2023

- Created HireFly, a HR management portal responsive website end to end user experience and **user interface design** to improve user satisfaction rate by 19.8%.
- Managed and implemented company design system via **collaborating with Eng and PM teams** to ensure product consistency & enhance working efficiency by 2X.
- Transferred 10+ key user research findings into 5 product feature ideas via analyzing performance data and conducting 200+ UX surveys & 15 user interviews.
- Validated and proposed 5+ UX approaches to stakeholders by hosting 2 co-creation UX workshops to define business opportunities & improvement areas.

IBM | Interaction Design Intern

Mar - May, 2023

Shanghai, China

- Designed & conceptualized Porsche Automotive HMI end to end UX approaches and proposed to stakeholder teams by leveraging **IBM 2X Grid** design system.
- Iterated company Figma iconography design system and validated UX solutions via hosting **A/B testings & user interviews** to improve user engagement by 5.5%.
- Strategized & demonstrated 6+ interaction prototypes to optimize **cross-surface** (smart phone to Automotive HMI system) user experience based on user insights.
- Hosted weekly UX share-out to advocate UX design spirit and human-centered design principle with PM, Eng, and Research teams.

Advent Health | Design Lead [SCAD PRO]

Mar - May, 2023

Savannah, USA

- Generated MINI City iOS mobile app solutions and created **sketches, wireframes, high-fidelity prototypes** by leveraging **Apple Human Interface Guideline (HIG)**.
- Collaborated with User Researchers and PM to conduct 26 user interviews and 180+ surveys to identify 30+ user needs and 10+ insights for product iteration plan.
- Analyzed **competitor products** to define product opportunities and presented 3+ UX approaches via conceptualizing end to end **user flows, high fidelity mocks, and prototypes** with client teams to validate UX solutions.
- Strategized **UX plans** via creating early stage end to end UX concepts and managed UX team workflows in Jira to ensure MVP launch UX deliverable quality.

Google | UX Designer & Researcher [SCAD PRO]

Sept - Dec, 2022

Savannah, USA

- Innovated Google Share Mode Android app end to end UX solutions by applying **Google Material Design System** to conceptualize in-person data privacy design.
- Conducted 20+ **usability testings** and user interviews to validate 5+ UX approaches, resulting in bringing up user satisfaction rate by 6.7%.
- Defined 5+ **user journeys** by analyzing user insights & feedback and competitor products to explore the product business opportunities.

SHILIN Vision Studio | Product Designer

Mar-Sept, 2021

Beijing, China

- Created Meilin Miracle Cosmetics product line package design and digital assets to unify the company visual representation and **boost product selling** with 4.3%.
- Designed company visual identity & design systems to **promote business branding**.

luzhangs.com

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Education

Savannah College of Art and Design

2020-2024

MFA

Service design

Jiangnan University

2015-2019

BFA

Product design

Design Skills

Responsive web design/
Mobile app design/
User experience design/ Persona/
User Journey Mapping/
Conceptual Modeling/
Site Mapping/ Information architecture/
Sketching/ Storyboarding/ User Flow/
Design system/ Wire-framing/
Hi-fi prototype/ User interface design/
Branding/ Accessibility Design

Research Skills

User Research/ Contextual Inquiry/
Qualitative & Quantitative Research/
Affinity Mapping/ Card Sorting/
Competitive Analysis/ A/B Testing/
Usability Testing

Tools & Programming

Figma/ Sketch/ Adobe xD/ PS/ AI/ AE/
Adobe CS/ Principle/ Flinto/ Miro/
Rhino/ Keyshot/ InVision/ Jira/ Trello/
HTML/ CSS/ Javascript

Language

Chinese/English