

LU ZHANG

PRODUCT DESIGNER

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Work Experience

Vee | Service Designer Intern

Sept – Dec, 2023

New York, USA

- 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**.

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