

JINGHAN (HAILEY) ZHANG

As a **Product Designer with 3+ years in startups and fintech**, I thrive at the crossroads of design and business. Specializing in **growth projects, product vision**, and **go-to-market strategies**, I innovate from concept to launch. My expertise spans **B2B/B2C**, crafting solutions for **mobile, web, AR/VR, and IoT**.

WORK EXPERIENCE

FlockX, UX Designer

AI Social Network | Startup | June 2023 - Present, Remote

- Led the design of FlockX mobile app from concept to launch, a community focused social platform, resulting in a 3X increase in daily active users and 23% user base growth within two months post-launch
- Spearheaded the development of the AI Social Sidekick for Flockx from scratch; innovated in the use of conversational AI to enhance user engagement and retention
- Shaped product vision and created design strategy that aligns with growth objectives by leveraging insights from 30+ user feedback sessions and benchmarking research
- Established a scalable design system for FlockX adopted across business and engineering teams, enhancing design consistency and accelerating feature development cycle
- Directed over 60+ usability testing sessions, analyzed results, led comprehensive team share-outs to align on design directions, and translated insights into actionable design enhancements

Rocket Mortgage, UX Design Intern

Enterprise Application | May 2022 - April 2023, Remote

- Redesigned enterprise tool *PITCH* in Figma using *Rocket Design System*, optimized workflow for 186 title specialist, and saved 3.7k+ working hours for Title Team and \$1.1M in business cost annually
- Led 10+ contextual inquiry sessions and uncovered users' workflow and 4 key user pain points, and leveraged research findings to communicate user pain points and design solutions to 20+ developers and business stakeholders
- Conducted 2 rounds of usability testing sessions with 10 users and iterated on high-fidelity prototypes based upon feedback, resulting in a 50% increase in user satisfaction

PingAn Technology, UX Design Intern

Fintech | B2B | May 2021 - July 2021, Shanghai

- Translated business requirements into design strategies, delivered 5+ features and handed-off to engineers for B2B product PingAn Financial Analysis Platform
- Collaborated with product managers, system analysts, and business stakeholders to communicate and refine design decisions, reducing it down to an optimal solution that solves the problem and can be released within an urgent timeframe
- Optimized design system in Sketch and created onboarding doc to reduce user learning costs and improve usage consistency

C-Pro, Product Designer (Part-time)

Online Marketplace | Jan 2023 - April 2023, Ann Arbor, MI

- Own the end-to-end design process for a mobile app that establishes two-sided marketplace for homeowners and handymen; launched in App Store
- Collaborate with CEO, product manager and dev team to define problem, explore design directions, and build alignment with features on product strategy
- Establish clear branding and tone of voice by creating visually appealing graphics for user acquisition and promotion, resulting in a 20% increase in website traffic

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EDUCATION

University of Michigan

Aug 2021 - April 2023 | GPA 3.96/4.0

Master of Information Science

User Experience Design & Research Track

Coursework

Interaction Design, Usability Evaluation & Needs Assessment, Contextual Inquiries, Graphic Design, Designing for AR/VR, Pervasive Interaction Design, Choice Architecture, Human Behavior, Innovation & Entrepreneurship

University of California, San Diego

Sep 2017 - May 2021 | GPA 3.88/4.0

B.S. Cognitive Science

Human-Computer Interaction

SKILL

Design

User-Centric Design
Growth Strategy
Rapid Prototyping
Problem Solving
Design System Mastery
Crating 0-1 Products
Expertise in B2B & B2C Products
Branding

Research

Survey / Interview
Contextual Inquiry
Comparative Analysis
Heuristic Evaluation
Usability Testing
Service Blueprint
Information Architecture

Technical

Figma / Sketch / Adobe XD
Trello / Wrike
Miro / Mural / Lucid
Adobe Illustrator / Photoshop
HTML / CSS / Python

Language

English
Mandarin