

Lolo Zhang

Product Designer

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New York, NY

Product designer with over 10 years of experience turning ambiguity into fintech experiences people love. Combining strategic thinking with strong visual design skills, I've led design across growth initiatives, design systems, and 0 to 1 products—delivering thoughtful solutions that balance user needs with business goals. I thrive in ambiguity, collaborate well across teams, and believe the best design is simple and intentional.

Experience

Ripple Lead Product Designer

September 2022 — Present

Ripple is a fintech company that uses blockchain technology to enable fast, low-cost global payments.

- Led Ripple's product design system across UI patterns, and content guidelines and visual assets and drive adoption across teams.
- Drove the adoption of a third-party demo platform and partnered with marketing to launch live, self-serve demos on the website—accelerating product-led growth and reducing sales friction.
- Led the end-to-end design of Ripple's internal compliance case management tool, enabling teams to manage regulatory investigations with greater speed, structure, and transparency.
- Designed Ripple's documentation site to improve the developer onboarding experience to enabled greater self-service for integration partners and reduced the need for hands-on technical support.

Allovue Principal Designer

July 2021 — September 2022

Allovue is a finance software company for K-12 school districts.

- Won a government finance transparency Request for Proposal (RFP) with design proposal and lead the design to deliver the project.
- Initiated and led the creation of a cross-product design system from the ground up, partnering closely with engineers to ensure scalability and consistency across products.

Juni Senior Product Designer

November 2020 — July 2021

Juni is an online CS, Math and English academy for students age 7-18.

- Led go-to-market design initiatives for a freemium model, including sign-up, upgrade flows, and onboarding; partnered with growth engineers to test, iterate, and optimize user acquisition and conversion experiences.
- Collaborated with engineering to build and manage a scalable design system, improving UI consistency and design efficiency.
- Implemented a new brand identity across Juni's website and product, ensuring design consistency and elevating the overall user experience.

Allovue Product Designer

July 2016 — November 2020

- Owned end-to-end design at Allovue—from brand and marketing to product and event experiences.
- Partnered closely with product and engineering to design and launch two new products in Allovue's education finance management suite.

SYPartners Graphic Design Intern

November 2015 — June 2016

SYPartners is a consultancy that helps leaders and organizations navigate transformation.

IDEO Graphic Design Intern

May 2014 — August 2014

IDEO is a global design company known for pioneering human-centered design.

Education

Maryland Institute College of Art

Master of Fine Arts, Graphic Design
August 2013 — May 2015

Luxun Academy of Fine Arts

Bachelor of Arts, Graphic Design
August 2007— May 2011