

# Ning Zhang

## Product Designer

Seattle / Bay Area • Open to Relocation

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### EDUCATION

#### MS in Human Centered Design & Engineering (HCDE)

2025 Autumn - Now  
Expected graduation: 2027 Summer  
*University of Washington*

#### Master of Landscape Architecture

2016 - 2019  
*University of Illinois at Urbana-Champaign*

#### Bachelor of Urban Planning

2012 - 2016  
*Fuzhou University*

### DOMAIN EXPERTISE

- AI Productivity Tool
- EdTech Platform
- 3D & Mapping

### SKILLS

#### Design

Interaction Design, Storyboarding, Site Map, User Flows, Wireframing, Prototyping, Information Architecture, Data Visualization

#### Tools & Languages

Figma, Adobe XD, Unity  
Lovable, Github, HTML/CSS

#### Research

Competitive Analysis, Heuristic Analysis, User Journey Mapping, Card Sorting, Personas, Usability Testing

### PROFESSIONAL EXPERIENCE

*VUE Glasses (AI-powered mobile app w/ hand-free interactions on glasses)* Apr, 2024 - Jul, 2024

#### Product Designer (Internship)

- Led the end-to-end design for a core **AI-powered meeting feature**, synchronizing software delivery with concurrent hardware development and strategic pivots.
- Optimized homepage information hierarchy** in collaboration with Product Manager, and reducing user friction and enabling a successful product launch within 2 months.
- Designed and documented a **gesture control system** for smart glasses, utilizing user mental models to increase learnability and **reduce accidental triggers** by 75% across various scenarios.

*Oppia Foundation (EdTech platform)* Jan, 2022 - Sep, 2023

#### Product Designer (Part-time)

- Designed a **comprehensive management tool** for educators that allows them to oversee **up to 120 learners**, increasing their remote tracking capacity significantly compared to in-person settings.
- Executed **counterbalanced A/B testing** with the UX Research team to tailor the lesson page design specifically for the cognitive needs of young learners.
- Simplified the user flow by **optimizing the information hierarchy** to incorporate a new feature, which streamlined the implementation process for engineering and reduced user access time to lesson pages **by 42%**.
- Revamped lesson card UI based on learner feedback and usability tests, incorporating **accessibility best practices** and making them reusable within the Design System for **improved UI consistency**.

*Sporty Ventures (Fitness app)* Sep - Oct, 2021

#### Product Designer (Internship)

- Facilitated and led weekly design critiques and product meetings, applying heuristic design principles as the critique matrix to synthesize actionable design insights and drive stakeholder alignment.
- Quickly transitioned key MVP user flows into mid-fidelity wireframes, enabling early usability testing that streamlined design iterations.

*Groundworks Office* Sep, 2019-Current

#### Designer, Project Manager

- Developed **interactive AR/VR experiences for Oculus and iPad**, translating complex stakeholder and architect requirements into high-fidelity visualizations.
- Directed cross-functional design challenges to deliver high-quality project outcomes while adhering to strict budget and resource constraints.