Ning Zhang

Product Designer

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Connect on LinkedIn

EDUCATION

MS in Human Centered Design & Engneering (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

EXPERIENCED DOMAINS

- **AI Efficiency Product**
- **IoT Product**
- **EdTech Product**
- **3D Design Tool**

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   Apr, 2024 - Jul, 2024
Product Designer (Internship)

- Led the end-to-end design (Research to Hi-Fi) of the 0-1 mobile product featuring **AI-powered interaction**, ensuring seamless alignment with concurrent hardware development and strategic pivots.
- Coordinated with the PM to **prioritize mission-critical MVP features** and streamline the main user flow, successfully achieving the initial product launch **within 2 months**.
- Designed and documented **Glasses-control gestures** within the new UI Design System, ensuring new interactions aligned with user mental models to **promote rapid learnability**, and implementing logic to **prevent unintended actions** across diverse usage scenarios.

Oppia Foundation   Jan, 2022 - Sep, 2023
Product Designer (Part-time)

- Partnered with the PM and developers to prioritize user cases and optimize the new feature's user flow, achieving on-schedule delivery of MVP requirements and goals.
- Executed **counterbalanced A/B testing** with the UX Research team, leveraging **quantitative data synthesis** to optimize the lesson list page design specifically for young users' learning needs.
- Led the **restructuring of Information Architecture** and wireflows, resulting in a seamless, **responsive UI transition** from desktop to effectively deliver study tools for Android users.
- 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   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.
- Conducted over 30 validation usability tests and established a problem prioritization matrix based on frequency of mention to focus refinement efforts and mitigate key risks.

Groundworks Office   Sep, 2019-Current
Designer, Project Manager

- Created an immersive **AR/VR experiences** on Oculus and Ipad for stakeholder presentations. Collaborated closely with clients and architects to capture their requirements on the final visualization and delivered the VR experience that exceed their expectations.
- Managed design challenges with cross-functional teams, implementing resourceful solutions to meet project goals under limited budget constraints.