Ning Zhang

Product Designer

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EDUCATION

MS in Human Centered Design & Engneering (HCDE)
2025 Autumn - Now
University of Washington

Master of Landscape Architecture
2016 - 2019
University of Illinois at Urbana-Champaign

Bachelor of Urban Planning
2012 - 2016
Fuzhou University

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

+ Designed and delivered the **0-1** mobile product with **AI-powered features** from Research to Hi-fi, aligning with hardware upgrades and strategic pivots.

+ Coordinated with the PM to **prioritize MVP features** and streamline the main user flow, enabling initial launch **within 2 months**.

+ Contributed to VUE's new UI design system, incorporating **Glasses-control gestures** adaptable to various scienarios and existing gestures.

Oppia Foundation   Jan, 2022 - Sep, 2023
Product Designer

+ Collaborated with the product manager and developers to prioritize user cases, optimize the new feature's **user flow**, and meet MVP requirements and goals on schedule.

+ Conducted **counterbalanced A/B testing** with the UX research team, analyzing user vbehaviors and synthesizing quantitative data to optimize the design of the lesson list page, ensuring it catered to the needs of young users.

+ Enhanced **information architecture**, prioritizing content, mapping wireflows, and adapting desktop UI for seamless mobile transition, meeting **Android** users' study tool needs.

+ Restructured the **information hierarchy**, simplifying the user flow to incorporate the new feature, which helped **streamline the implementation process** for the engineering team, and reduced the users' access time to lesson pages by **42%**.

+ Revamped lesson card UI based on learner feedback and **usability tests**, making them reusable within the **Design system** for UI consistency and future development efficiency.

Sporty Ventures   Sep - Oct, 2021
Product Designer

+ Facilitated productive conversations and weekly design critiques during product meetings, applying **heuristic design principles** as a critique matrix to synthesize valuable insights from stakeholders and other designers.

+ Transformed key MVP feature's user flow into low-fidelity wireframes for early usability testing, streamlining design in an **agile environment**, enhancing teamwork efficiency, and preparing for the next iteration.

+ Conducted **20 usability tests** with the team to validate the design, and prioritized identified problems based on the frequency of mentions for further refinements.

Groundworks Office   Sep, 2019-Current
Landscape 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.

+ Collaborated with cross-functional teams to tackle design challenges under limited budget.