

CONTACT

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SKILLS

User Research
Personas
A/B Testing
Surveys
Wireframing
User Flows
Prototyping
Usability Testing
Visual Design
Style Guide
Animation
Branding

TOOLS

Figma
Figma Make
Loveable
Bolt
ChatGPT
Claude
Adobe Creative Suite
HTML
CSS
Webflow

EXPERIENCE

Zuma / Product Designer

SEP 2024 - OCT 2025, REMOTE

Led end-to-end design of a delinquency collection automation system, conducting on-site research with leasing teams to uncover workflow pain points and designing solutions that **cut manual workload by 80%+, saved 20–30 hours monthly, and drove \$600K+ ARR in 3 months.**

After the MVP launch, I took on additional product ownership of the collections line, partnered with clients to identify needs, define the roadmap, write PRDs, and lead five engineers in delivering new features that **secured three additional clients.**

Convictional / Product Designer

APR 2022 - JUN 2024, REMOTE

Led comprehensive UX improvements for the Dropshipping product, resulting in a **90% reduction in support tickets** and reducing the need for engineering support. Transformed the product into a self-sufficient and profitable solution.

Proactively drove the design and validation of early product solutions for compliance chargeback, which significantly influenced product direction. The MVP **secured commitments from 3 companies to become paying customers.**

Tophatter / Staff Visual Designer

JUN 2017 - JAN 2022, SAN FRANCISCO, CA

Researched, designed, and shipped Tophatter's Loyalty & Progression Program that **resulted in a 13% increase in retention and a 10% increase in purchases** by inspiring customers with a sense of achievement on an eCommerce platform.

Designed Tophatter's gamified eCommerce foundation, collaborating with PMs and engineers to implement points, cards, digital goods, and quests, **lifting active hours by 40%.**

Defined Tophatter's style guide and used my spare time to create the Design Library for designers. Then partnered with engineers to map components in the codebase, which **increased design and development efficiency by 45%.**

SIDE PROJECT

Qorder / Founding Team

AUG 2019 - MAR 2020, SAN FRANCISCO, CA

Worked with the founder and other founding team members to solve brick-and-mortar restaurants' labor and expense problems by offering a low-cost all-in-one self-ordering kiosk system, aimed to reduce labor costs and customer wait times while improving the ordering experience.

EDUCATION

Academy of Art University / Web Design & New Media

BFA | CLASS OF 2012