

Tiger Zhao

Product Designer

A multi-cultural product designer with expertise in Artificial Intelligence and business growth for high-engagement consumer products, I'm passionate about elevating design innovation through scalable solutions and advocating design leadership in organizations.

Experience

Zeta Global, Product Designer

Contract/Internship | June 2024 — August 2024 | San Francisco, CA

- **Optimized generative AI agent interaction and cataloging experience for over 450 enterprise customers:** Led redesign of AI agents and models to improve efficiency for enterprise clients interacting with first-party and customized AI agents.
- **Designed and promoted enterprise AI branding for Zeta Global:** Prototyped AI personification for Zeta's avatar through end-to-end development, fully integrated within the Zeta Marketing Platform to boost user engagement aiming at 50% active user KPI.

Xcaped Entertainment, Product Designer

Full time | August 2022 — September 2023 | Hayward, CA

- **Increased MAU (Monthly Active Users) by 250 using generative AI:** Targeted active board game players by redesigning the company's main site and content with AI-powered solutions, integrating new features available at the company's new location.
- **Led user experience improvement with digital prototypes:** Utilized Figma and FigJam to advocate, design, and prototype an engaging and interactive onboarding and score-tracking system.

Netgear, UX Designer

Full time | January 2021 — August 2022 | San Jose, CA

- **Improved user experience and satisfaction of over 2.2 million total iOS and Android users:** Led and designed the core app's user experience and visual design, encompassing various product areas including cybersecurity, payment, cross-platform design, app onboarding and hardware setup experience, core app home screen design, and app connectivity experience.
- **Collaboratively delivered 12 major features and resolved 80 app issues with significant contribution to the development and refinement of the design system:** Led conversations across time zones and worked closely with cross-functional product and development teams, shipping digital experience in multiple core product lines including Orbi, Nighthawk, and M6 mobile hotspot.

Tesla, Digital Experience Designer

Internship | January 2020 — May 2020 | Fremont, CA

- **Designed and optimized experience for tesla.com:** Designed over 10 projects within a fast-paced, agile environment, improving UX and visual design for various customer-and-media-facing pages; conducted information architecture auditing and rework proposal for the main site.
- **Engaged and collaborated with senior team members:** Worked closely with design managers, product leaders, and content team members, driving the development of several ready-to-ship projects.

Education

Savannah College of Art and Design

Master of Arts — Design Management
Graduation May 2024 | Savannah, GA

California College of the Arts

Bachelor of Fine Arts — Interaction Design
(with distinction) and Industrial Design
Graduation August 2020 | San Francisco, CA

Awards & Certificate

UX Design Awards, Sundial (Nomination:
New Talent)
July 2024

Muse Award, BrightSideGoods (Winner:
Corporate Identity — Brand Identify; Logos)
March 2024

Lextant, Certification in Design Research and
Insight Translation
January 2024

Skills

AIGC, B2B platform, branding, complex problem solving, design leadership, design system, product strategy, prototyping, mobile and web responsive design, UI design, usability testing, user research, UX design, visual design, wireframing

Tools

Adobe Suite, Figma, Framer, Illustrator, Jira, Keyshot, Midjourney, Photoshop, Premiere, Rihno, Sketch, Squarespace, Webflow, Wix, XD

Contact

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