DIFENG ZHANG.

UI/UX & PRODUCT DESIGNER · WEB & E-COMMERCE DESIGNER · CREATIVE TECHNOLOGIST

Los Angeles, CA · difengzhang01@gmail.com · www.difengzhang.com · linkedin.com/in/difeng-zhang

UI/UX and product designer who designs and builds e-commerce websites, brand sites and apps end to end: user research, Figma prototypes, design systems, brand design and front-end development on Shopify, Webflow and WooCommerce, focused on conversion rate optimization (CRO). MFA, USC.

WORK EXPERIENCE

Creative Technologist (Web & Brand Designer) · Kay Sura Sura LLC · Los Angeles, CA — SEP 2025 – PRESENT

- Designed and developed **6 e-commerce storefronts** and **5 landing pages and sales funnels** for a multi-brand DTC portfolio, from Figma wireframes and prototypes to launch on Shopify, WooCommerce and Webflow.
- Grew a flagship Shopify store's **orders 5.6x** and **average order value (AOV) 32%** ($18.24 to $24.02) in three months through data-informed CRO.
- Led UI/UX and SEO for the **Poppy & Lotus** launch, helping grow **monthly orders 4,340%**; weekly Google clicks rose **6x** and impressions **8x**, and organic search became the **#1 order source (49%)**.
- Shipped **219 UI/UX improvements in under 3 weeks** for **ALT Super Store** (110k+ registered users) across product pages, Quick Shop, cart, search and rewards; mapped **1,402 zero-result searches** to matching products.
- Designed a tiered loyalty and store-credit program from order analysis (repeat buyers: **23% of customers, 53% of revenue**); fixed rewards rules that had issued ~243 duplicate coupons.
- Rebuilt the post-purchase review email flow so every order gets a request (previously **18 of 222** orders).
- Launched **6+ Webflow brand websites**; led **0-to-1 branding** for 2 product launches, brand refreshes for 3 brands, packaging, Amazon A+ content, **21 3D product renders** and **100+ digital ads and videos**.
- Built AI-assisted internal tools: a **design review tool** the team uses (est. **80–90% less** review and handoff time) and an audit of **2,626 images across 703 blog posts** that replaced 726 copyright-risk photos.

Web & E-Commerce Designer · Q Ministry — APR 2025 – JUL 2025

- Designed and built the organization's main website, improving registration flows for service participation and accessibility.
- Built and managed a **Shopify** store to drive fundraising, and wrote SEO blog content that grew community engagement.

UI/UX & Product Designer · JOYME — MAY 2024 – DEC 2024

- Led cross-platform UI/UX design for mobile app and web; gamification features and simplified navigation increased **user engagement 35%**.
- Launched a personalized dashboard and referral program that acquired **15k+ new users** and raised **brand visibility 40%**.
- Built a cohesive visual language across web, events and media; UX insights and campaign mockups drove **20% more app downloads**.
- Redesigned the onboarding flow and UI components in Figma, **reducing user drop-off 25%** and improving usability scores in user surveys.

Lead UI/UX Designer · WithFeeling.AI — FEB 2023 – AUG 2023

- Led the UX/UI redesign of a responsive web and mobile app, adding micro-interactions that increased session duration.
- Redesigned onboarding and community features, gaining **2,000 core users** and **25% higher community engagement**.
- Defined design specs with engineers in Figma and Sketch; launched on web, iOS and Android, raising **monthly user adoption 28%**.

Web & Graphic Designer · Yeh IDeology — JUL 2022 – AUG 2022

- Ran a competitive analysis and UX audit, then redesigned site navigation and structure: **+20% average session duration**, **−18% bounce rate**.
- Designed business cards, icons and illustrations to strengthen brand consistency.

Designer & Researcher · Beijing DMS Software Co., Ltd. — JAN 2021 – AUG 2021

- Conducted user research and designed app interfaces, rated **4.5+** in internal usability testing.
- Built prototypes with product managers around key user pain points; created 3D models in Cinema 4D for client presentations.

EDUCATION

University of Southern California · Master of Fine Arts (MFA), Design · GPA 3.8 — 2023 – 2025

School of Visual Arts · Bachelor of Fine Arts (BFA), Graphic Design · GPA 3.9 — 2019 – 2023

National Taiwan University of Science and Technology · Summer Program: Finance (A), Sociology (A) — 2020

PROJECTS

Klarna · Campaign design: posters and responsive landing pages for SHEIN and AliExpress partnerships. | **Tencent Map** · Icon redesign based on heuristic evaluation, for clarity and accessibility. | **TikTok Group-Buy** · UX redesign of navigation flow, layout hierarchy and personalized recommendations. | **Shared Wealth Initiative** · Merchandise graphics for small-business advocacy. | **difengzhang.com** · Portfolio site designed and built in Webflow.

SKILLS

UX & PRODUCT	User Experience (UX) Design, User Interface (UI) Design, Product Design, Interaction Design, User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Design Systems, Responsive Design, Accessibility
VISUAL & BRAND	Visual Design, Brand Identity, Art Direction, Typography, Packaging Design, Motion Graphics, 3D Rendering, Photography (300K views/mo)
DESIGN TOOLS	Figma, Sketch, Principle, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, After Effects, Premiere Pro), Blender, Cinema 4D with Octane, Microsoft Office, Apple iWork
WEB & CODE	HTML, CSS, JavaScript, Python, Shopify (Liquid), Webflow, WordPress, WooCommerce, SwiftUI, Playwright
GROWTH & AI	Conversion Rate Optimization (CRO), SEO, Email Design, Product Requirements Documents (PRD), Generative AI (Claude Code, ChatGPT, Midjourney, Stable Diffusion with ComfyUI, Adobe Firefly, Ideogram, Runway, Kling, Luma)