Rui Zhao

Senior Product Designer

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WORK EXPERIENCE

Walmart, Senior Product Designer

Full Time · May 2024 - Present   Tool: Figma, Cursor

- Led design for BPC, an **AI-powered brand creation tool** that generates brand names, logos, DNA concepts, and packaging designs — piloted to create a beauty brand with 80 items, targeting $150M GMV in year one.
- Led design for OSM, a **PLM tool** for fashion development, streamlining project management, offer and sample tracking, BOM, fit evaluation, and tech pack workflows.
- Designed conversational **AI features** for TTP (**Trend to Product**), enabling complementary and variant item generation to help design teams build cohesive collections 50% faster.

Sysdig, Product Designer

Full Time · Oct 2024 - May 2025   Tool: Figma

- Redesigned reporting and consolidated dashboards, driving cross-functional alignment between product managers, designers, and engineers on data visualization priorities.
- Revamped the design system to reduce component inconsistencies, improving design-to-dev handoff efficiency.

Thruline, Product Designer

Freelance · Aug 2023 - Oct 2024   Tool: Figma, Adobe Photoshop

- Owned end-to-end design of **Demand Planner** as the sole product designer, defining UX strategy for inventory management workflows from ideation through final spec delivery.
- Built a **design system** on top of the existing product, systematizing reusable components to accelerate future feature development.
- Designed the **marketing website** and **landing page**, boosting user engagement by 21%.

SOCA, Product Designer

Freelance · June 2022 - July 2023   Tool: Figma, Adobe Illustrator

- Shipped UX/UI for three key features — an **interview tool**, a **reward system**, and a **responsive mobile web platform** — driving successful product launches.
- Built a **design system** from scratch with 200+ responsive components, establishing scalable UI foundations across the product.

Pickle, Product Designer

Contract · Jan 2022 - Mar 2022   Tool: Figma

- Worked closely with the design team and UX researcher to develop an **analytic dashboard for zoom application**, resulting in a 14% increase in user engagement.
- Led the design of the **staff mode dashboard**.

Hapybara, Product Designer

Freelance · Dec 2021 - Apr 2022   Tool: Figma, Adobe Photoshop, Figjam

- Led UX/UI design of the first MVP — **travel buddy matching**, **post-trip review**, and **identity verification** — from wireframes and prototypes through usability testing to high-fidelity specs.
- Partnered with the founder, UX researcher, and developer to define and validate product directions.

SWA Group, Senior Designer | Spacial Experience Designer

Full Time · July 2016 - June 2024

- Led and supported the design of memorable outdoor experiences for diverse user groups internationally.
- Conducted design research and workshops, delivered project milestones, and gave/supported client presentations for various domestic and international projects.

EDUCATION

Springboard

2021 - 2022   UX Design Certification

Stuart Weitzman School of Design - University of Pennsylvania

2014 - 2016   Master's Degree, Landscape Architecture

South China University of Technology

2009 - 2014   Bachelor of Engineering (BE), Landscape Architecture

DESIGN

Product Design

UI/UX Design

Visual Design

Interaction Design

Data Visualization

UX METHODS

Persona

Storyboarding

Affinity Diagram

Prototyping

Usability Testing

Card Sorting

TECHNICAL - 2D

Figma

Invision

Webflow

Adobe Photoshop

Adobe Illustrator

Adobe Aftereffect

ArcGIS

Autocad

TECHNICAL - 3D

Cinema 4D

Rhino

Grasshopper

Sketch Up

Lumion

LANGUAGE

Mandarin - Native

Cantonese - Native

English - Fluent