

# FAITH ZHANG

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## EDUCATION

### Stanford University

M.S. Computer Science - Human-Computer Interaction, 3.83/4.0 GPA

Jun 2025

B.S. Engineering - Product Design, 3.87/4.0 GPA

Jun 2024

## EXPERIENCE

Product Designer

Aug 2025 - Current

Beli

New York, NY

- First product design hire, owning end-to-end design across onboarding, growth, and core engagement experiences
- Authored PRDs and delivered production-ready flows in close partnership with founders and engineers
- Defined success metrics and analyzed performance to identify statistically significant lifts in user growth and retention
- Led user and competitive research to inform product direction, design strategy, and roadmap prioritization
- Scoped and shipped MVPs by balancing feasibility, impact, and alignment with company OKRs

UX Design Intern

Sep 2024 - Dec 2024

Amazon

New York, NY

- Designed a scalable notification preferences system for merchants to customize Buy with Prime communications
- Led card sorting and unmoderated user testing with 60+ merchants to drive data-informed design decisions
- Collaborated cross-functionally with PMs and research to deliver development-ready PO designs
- Shaped long-term product vision by conceptualizing future-state solutions beyond immediate launch scope

Design Intern

Jun 2024 - Sep 2024

Microsoft

Redmond, WA

- Owned end-to-end redesign of Microsoft Intune’s Managed Home Screen configuration experience for IT admins
- Spearheaded user research and testing with 12+ global organizations to inform decisions and feature prioritization
- Effectively communicated solutions to stakeholders, customers, and leadership to align on strategy and execution
- Designed Managed Home Screen for head-mounted displays and documented VR best practices and guidelines

Carta Lab Design Lead

Mar 2021 – June 2024

Stanford University

Stanford, CA

- Led the design of Stanford’s official course exploration and planning platform, serving 95% of undergraduates
- Owned product roadmap and feature prioritization, aligning institutional goals with student needs
- Oversaw team of designers and worked with engineers to deliver scalable solutions supporting long-term adoption

UX Design Intern

Jun 2023 - Sep 2023

Amazon

Seattle, WA

- Reimagined Echo Show Family’s product variation feature, delivering an improved experience for Q4 launch
- Improved information architecture, graphical UI, and voice UI for the product details page, using prototyping and video storytelling (Premiere Pro) to effectively communicate GUI and VUI interactions
- Performed audits of purchase experiences and led unmoderated and moderated user testing to inform strategy

Experience Design Intern

Jun 2022 – Sep 2022

Pfizer

- Led service blueprinting and conducted 20+ stakeholder interviews to inform digital transformation strategy
- Audited internal projects, visualized project relations and trends, and identified ways to optimize project connections
- Prototyped task flows to improve digital quality workflows and built front-end components using React, Angular, and HTML/CSS

## SKILLS

- **Design:** User Research, Interaction Design, Wireframing, Prototyping, Usability Testing, Graphic Design, 3D Modeling
- **Programming:** Python, Javascript, HTML/CSS
- **Tools:** Figma, Adobe Creative Suite, Autodesk Fusion 360, Blender, Houdini