

Hebe Zheng

Full-stack product designer with 6+ years of experience in B2B SaaS startups and data-rich products.

Senior Product Designer | Postscript Mar 2025 - Nov 2025 (Remote)

Postscript is an SMS marketing platform for ecommerce, backed by Greylock and Y Combinator, serving 18,000+ Shopify stores. Led design across compliance, onboarding, and promotions, streamlining workflows, reducing manual effort, and accelerating product delivery. Applied system-level thinking and analytics-driven insights to influence roadmap priorities and drive measurable business outcomes.

- Shipped 10+ features across compliance, onboarding, and promotions within six months, operating end-to-end from problem definition to delivery.
- Reduced manual compliance reviews by 30% by redesigning the Toll-Free Number verification flow, eliminating weekend shifts for compliance.
- Enabled 25× faster compliance verification through redesigned internal tooling with bulk upload and streamlined workflows.
- Led end-to-end design for KYB onboarding, restructuring first-time user flows to prevent blocking errors and reduce friction at initial setup.
- Defined and socialized the Postscript × Fondue integration vision, translating abstract strategy into concrete flows and concepts that accelerated technical alignment and informed roadmap decisions.
- Produced high-leverage artifacts (flow diagrams, experience maps) for complex compliance workflows, serving as shared reference points across Product, Engineering, and GTM.
- Led usability research and applied insights from Amplitude and LogRocket to validate hypotheses, prioritize roadmap initiatives, and influence product strategy.

Lead Product Designer | CallRail Apr 2023 - Feb 2025 (Hybrid)

Senior Product Designer, Jul 2021 - Apr 2023 (Remote)

Product Designer, Nov 2020 - Jul 2021 (Remote)

CallRail is a lead intelligence platform with \$100M+ ARR. Led end-to-end product design for complex, cross-team initiatives across marketing analytics and lead communications, translating ambiguous problem spaces into shipped solutions in close partnership with PMs, Engineering, and cross-functional teams. Strengthened design culture by facilitating weekly critiques and mentoring designers, raising the bar on craft and product thinking.

Call Tracking & Analytics platform:

- Led product discovery and strategy for a new AI platform, synthesizing user research, defining target personas, mapping critical user journeys, and

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SKILLS

Design: Design thinking, Design strategy, User-centered design heuristics, UI design, Information architecture, Design systems, Low and high fidelity wireframes, Interactive prototypes, Figma / FigJam, Adobe Suite

User Research: Data analysis, User flows, Contextual inquiries, User interviews and surveys, Site maps, Usability testing, User personas, FullStory, Google Suite

Collaboration: Design workshops, Design critique, Storytelling, Communication

EDUCATION

UX Design Immersive
General Assembly
May - Aug 2019

B.B.A | Accounting & International Business
University of Georgia,
2012 - 2016

CPA
NASBA, Georgia, 2018

Study Abroad
University of Liverpool
United Kingdom, 2014

identifying core problem spaces; translated insights into actionable requirements that shaped the early-stage roadmap.

- Streamlined the tracking number purchasing experience, increasing completion by 13% and introducing bulk number creation during onboarding. This drove a 60% increase in trial accounts with multiple tracking numbers and an 11% lift in numbers per new account.
- Designed CallRail's first homepage onboarding checklist, improving early activation and driving 38% higher retention among users who completed it.
- Redesigned the Lead Timeline to clarify attribution and contextualize lead interactions, increasing engagement by 10% and achieving a 50% conversion rate for the Premium Conversation Intelligence upsell.

Lead Communication platform:

- Designed and shipped a 0 to 1 Advanced Softphone product including call waiting, internal calling, queue callback, and external transferring.
- Developed a design strategy to improve efficiency and adoption of tags, driving a 24% increase in feature usage by addressing real-time communication needs.
- Improved Lead Center inbox usability by simplifying structure and logic, significantly reducing support tickets related to inbox confusion.

UX Designer | FinQuery (fka LeaseQuery) Feb 2020 – Nov 2020 (Remote)

FinQuery is a cloud-based lease accounting solution used by 10,000+ finance professionals.

- Designed the first table-based homepage view for LeaseGuru, enabling efficient filtering and sorting of large financial datasets.
- Architected a new enterprise lease entry workflow modeled after standard lease contracts, reducing back-and-forth data entry and preventing costly errors.

UX Apprentice | The Home Depot Oct 2019 – Feb 2020 (Atlanta, GA)

Conducted user interviews, heuristic evaluations, and persona development to improve internal financial tools used by store managers.

R&D Senior Consultant | Deloitte Tax, LLP May 2018 – May 2019

R&D Consultant, Aug 2016 – May 2018

- Analyzed data and conducted 200+ stakeholder interviews for Fortune 500 clients to identify R&D tax savings opportunities.
- Authored technical documentation to substantiate R&D tax credits, developing strong analytical, research, and stakeholder communication skills.

SIDE PROJECTS

[Personal finances template](#)

I created an expense and income tracker template using basic formulas, pivot tables, and clean spreadsheet design, 2024

[Unlimited PTO guide](#)

I created a time-off calculator for unlimited PTO policies, 2021

[Thinking beyond usability: Good friction](#)

I presented the value of good friction at Ladies that UX - Atlanta, 2021