

# Hebe Zheng

Senior Product Designer with 6+ years of experience designing data-rich B2B SaaS platforms across compliance, onboarding, analytics, and communication workflows. Known for system-level thinking, translating ambiguity into shipped solutions, and driving measurable business impact in close partnership with Product and Engineering.

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

*SMS marketing platform for ecommerce, backed by Greylock and Y Combinator, serving 18,000+ Shopify stores. I owned end-to-end design across compliance, onboarding, and promotions, shipping 10+ features in six months.*

- 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.
- Redesigned KYB onboarding flows to prevent blocking errors and reduce first-time user friction, improving successful account setup and time to activation.
- Defined and socialized the Postscript × Fondue integration vision, translating abstract strategy into concrete flows and concepts that accelerated technical alignment and informed roadmap decisions.

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

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

Product Designer, Nov 2020 - Jul 2021 (Remote)

*Call analytics and lead intelligence platform with \$100M+ ARR. Drove product design for complex, cross-team initiatives across marketing analytics and lead communications.*

- Improved early activation by redesigning onboarding and tracking number purchasing, increasing completion by 13%, driving a 60% increase in multi-number trial accounts, and boosting retention by 38% among checklist completers.
- Led product discovery and strategy for a new AI platform, synthesizing research and defining personas, journeys, and core problem spaces that shaped the early-stage roadmap.
- Redesigned lead management workflows (Lead Timeline and Lead Center inbox), increasing engagement by 10%, driving a 50% upsell conversion for Premium Conversation Intelligence (AI product), and significantly reducing support tickets.
- Designed and shipped a 0→1 Advanced Softphone product, introducing core calling capabilities that expanded CallRail's real-time communications platform.

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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

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

*FinQuery is a 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

- Conducted large-scale data analysis and 200+ stakeholder interviews for Fortune 500 clients, authoring technical documentation to support R&D tax credit claims and developing strong analytical and 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