

# LI ZHANG

## PRODUCT & UX DESIGNER | DEFENSE & MISSION-CRITICAL SYSTEMS

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### PRODUCT DESIGN PROFILE

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**Product designer with 5+ years of UI/UX experience and 10+ years across digital products, visual systems, government, and U.S. Navy environments.** Leads work from discovery and workflow mapping through wireframes, prototypes, usability validation, launch, and iteration. Translates complex requirements and operational constraints into clear, accessible web and mobile experiences. Improved user satisfaction from 2.8 to 4.0 and created reusable UI patterns applied across 1,000+ pages. Brings firsthand familiarity with military users, command procedures, readiness, safety, accountability, and mission-driven communication.

### CORE PRODUCT DESIGN SKILLS

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**Product & UX:** End-to-End Product Design • User Research • Stakeholder Interviews • Journey & Task Flows • Information Architecture • Interaction Design • Wireframing • High-Fidelity Prototyping • Usability Testing • Accessibility • Responsive Web & Mobile • Design Systems

**Defense-Domain Strengths:** Mission Workflow Translation • Human Factors Mindset • Safety-Critical Procedures • Operational Readiness • Cross-Functional Collaboration • Structured Communication • Security-Aware Environments

### DEFENSE & MILITARY EXPERIENCE

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**Navy Talent Acquisition Group Golden Gate** | *Mountain View, CA*

**Public Affairs Specialist / Digital Experience & Content Designer — Active Duty** | *Jun 2024 – Jun 2026*

- Led development of digital communication experiences supporting 151 operations across 9 divisions and 42 stations, from stakeholder discovery and concept development through formal review, launch, and performance analysis.
- Translated Navy policy, recruiting goals, leadership priorities, and operational constraints into clear, audience-centered digital and multimedia solutions for military personnel and the public.
- Gathered input from leaders, recruiters, community partners, media, and event participants; synthesized feedback to improve workflows, formats, and delivery priorities across decentralized teams.
- Established scalable guidance across 46 social accounts while maintaining Navy visual and public-affairs standards; contributed to 896% engagement growth and 972% Instagram reach growth year over year.
- Delivered 2,182 photographs, 56 videos, and 11 published stories for high-visibility operations under demanding deadlines and formal military review requirements.

**U.S. Navy Reserve — Submarine Group 9 (SUBGRU 9)** | *Naval Base Kitsap-Bangor, WA*

**Security Readiness & Force Protection Training — Part-Time** | *Jan 2024 – Present*

- Support readiness requirements for SUBGRU 9, a U.S. Pacific Fleet command overseeing assigned submarine forces in the Pacific Northwest.
- Participate in law-enforcement and force-protection training covering weapons handling and accountability, safety procedures, and scenario-based tactical exercises.
- Apply command procedures, situational awareness, teamwork, and disciplined communication during practical security and emergency-response drills.

**U.S. Navy Reserve — Navy Cargo Handling Battalion 14 (NCHB-14)** | *Port Hueneme, CA*

**Expeditionary Logistics Support — Part-Time** | *Feb 2019 – Dec 2023*

- Served under the Navy Expeditionary Logistics Support Group, supporting active-duty NCHB-11, maritime operations, and mission readiness.
- Supported cargo-handling operations for ocean-going vessels, aircraft, and ordnance while maintaining safety, accountability, and cross-service coordination.
- Participated in joint exercises and operational rotations with Navy cargo-handling units and Air Force mobility teams.

## PRODUCT DESIGN EXPERIENCE

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**County of San Mateo** | Redwood City, CA

**SkillBridge Fellow — Digital Content & Experience Support** | Apr 2026 – Jun 2026

- Evaluated the County job-application website with the Senior Graphic Designer and recommended usability, accessibility, and content improvements for a clearer end-to-end applicant experience.
- Translated recruiting and Veterans Services needs into digital experiences and communication assets; aligned stakeholder feedback, public-sector requirements, accessibility, and visual standards.

**Infosys Ltd / ASK Consulting — Client: AT&T / DIRECTV** | Remote / Hayward, CA

**Product Designer** | Apr 2022 – Dec 2023

- Led end-to-end product and UX design for AT&T/DIRECTV customer-support web and app experiences, partnering with product, content, engineering, and business teams from requirement clarification and workflow mapping through high-fidelity prototyping, validation, implementation support, launch, and iteration.
- Translated customer communication needs, functional requirements, and complex service information into clearer information architecture, interaction content, navigation, and troubleshooting journeys for two new devices and multiple support flows.
- Redesigned and tested a key support flow, incorporating user and stakeholder feedback to improve comprehension and task completion and raise user satisfaction from 2.8 to 4.0 out of 5.
- Designed complex multi-type cart functions and reusable UI components, legends, and templates that balanced user needs, accessibility, technical constraints, and platform standards while improving consistency across 1,000+ internal software pages.

**Yu Ming Charter School** | Oakland, CA

**Freelance UI/UX Designer** | Jun 2019 – Mar 2022

- Redesigned the school website's navigation, information architecture, accessibility, and priority user paths for students and families in a multilingual community.

**Ding Ding TV** | Santa Clara, CA

**Product Designer / TV Production Manager** | Jan 2011 – Jan 2015

- Designed and delivered cross-platform digital experiences for 300+ programs across web, social, video, and live broadcast, contributing to a 27% increase in online viewership.

## TOOLS & TECHNICAL SKILLS

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**Design:** Figma, Sketch, Adobe Creative Suite, Photoshop, Illustrator, interactive prototyping, visual design, storyboarding

**Research & Delivery:** Interviews, personas, usability testing, A/B testing, task flows, journey mapping, information architecture, stakeholder presentations, design systems

**Technical & Production:** HTML5, CSS3, JavaScript, Premiere Pro, Lightroom, Microsoft Office, content management, photography, video production

## EDUCATION & CERTIFICATIONS

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**Academy of Art University** — M.A., Web Design & New Media, GPA 3.7 | 2018–2021

**UC Berkeley Extension** — Professional Program in Project Management | 2025–2026

**Chengdu Academy of Fine Arts** — B.A., Digital Media Art Design, Honors | 2005–2009

**Interaction Design Foundation** — Design Thinking: The Ultimate Guide (2023);

**Interaction Design Foundation** — Design for the 21st Century with Don Norman (2022)

## SELECTED RECOGNITION

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- Navy and Marine Corps Achievement Medal (2026)
- Best in Show, San Francisco Fleet Week (2024)
- Support Staff Member of the Quarter, Q2 FY25
- Selected Reserve Junior Sailor of the Quarter, Q2 FY24