

Wei Zhang

I'm a UX designer with one year of experience in creating accessible, inclusive, and profit-driven digital solutions.

WORK EXPERIENCES

Verlas / [UX Designer](#) / Nov 2023 – March 2024

- Led the redesign of the product detail page, enhancing the diamond jewelry shopping experience on an e-commerce website. Delivered 20 high-fidelity prototypes through user flows and A/B testing, achieving a 10% increase in conversion rates.
- Conducted 12 user interviews, competitive analysis, and website audit to identify user pain points contributing to Verlas' low revenue, developing 3 targeted design solutions that increased monthly sales by 8%.
- Collaborated with copywriters and engineers to restructure the website's information architecture and design a new blog page with schema markup, boosting monthly traffic by 15%.

Depict Brands / [UX Designer](#) / Aug 2022 – Nov 2022

- Spearheaded the design of a dental clinic website to optimize the appointment booking process, creating user personas and a customer journey map based on 6 interviews, generating 27 online appointments post-launch.
- Enhanced website user engagement by redesigning the clinic service menu, improving information architecture, and ensuring visual consistency of UI components, resulting in a 17% reduction in the bounce rate.
- Conducted stakeholder interviews and SWOT analysis to capture the clinic's story, mission, and values, integrating findings into a redesigned About Page to enhance patient trust and clinic credibility.

SELECTED PROJECTS

SAVE / [Mobile App Design](#) / Jan 2023 – May 2023

- Led the design of a financial mobile application, implementing 4 design solutions with 60+ mockups. Conducted two rounds of usability testing, achieving a 9.0/10 user satisfaction rate and a 95% product recommendation rate.
- Conducted 12 user interviews and synthesized insights using affinity mapping to identify key design directions, ensuring user-centered solutions.
- Evaluated 14 design solutions using the Value & Effort matrix; final solutions increased task completion rate for expense tracking and budget setting by 21%.

Kanban Zone / [Website Design](#) / Dec 2022 – Jan 2023

- Redesigned homepage with intuitive navigation menu, enhanced content, and updated CTAs, increasing user sign-ups by 8%.
- Implemented 3 design solutions to highlight the product's unique selling points. Conducted competitive analysis and usability testing to deliver 14 wireframes and 18 mockups.
- Facilitated collaboration among product managers, designers, and engineers, setting weekly design goals and fostering constructive feedback.

CONTACT

Portfolio: www.ezdesignbox.com

LinkedIn: [in/weizhang032611/](https://www.linkedin.com/in/weizhang032611/)

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EDUCATION

Boston University

[M.A. in Emerging Media Studies](#)

Sep 2021 – Aug 2022, Boston, MA

GPA: 3.5

Springboard

[UI/UX Design Certificate](#)

Feb 2022 – Dec 2022, Boston, MA

University of Washington Bothell

[B.A. in Business Administration](#)

Jan 2018 – Dec 2019, Bothell, WA

GPA: 3.38

SKILLS

Design

Figma, Sketch, Principle, Photoshop, InDesign After Effects, Illustrator, Midjourney, InVision, Canva, A/B Testing, Heuristic Evaluation, Wireframing, User Flow, Graphic Design, Illustration, Responsive Design

Research

User Interview, Storyboarding, Participative Observation, Competitive Analysis, Focus Group, Persona, User Journey Map, Survey, Affinity Map, Slack, Miro, Notion

Programming

HTML, CSS

OTHER EXPERIENCES

Raindius Media / [Marketing Strategist](#)

Jun 2020 – March 2021

- Performed in-depth analysis of current media trends and audience preference evaluations.
- Successfully managed the studio's Instagram account, resulting in 600-follower growth in 2 months.

GoChina TV / [Marketing Strategist Intern](#)

Mar 2020 - Jun 2020

- Analyzed media trends based on case studies of typical media companies, including Time Warner, Disney, ByteDance, etc.
- Led the development of competitive bidding strategies through systematic market analysis, resulting in a 30% win rate increase.