JINGHAN (HAILEY) ZHANG
Product Designer

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WORK EXPERIENCE

Rocket Mortgage, UX Design Intern

Enterprise Application | May 2022 – Present, Remote

- Redesigned enterprise tool *PITCH* in Figma using *Rocket Design system*, which optimized workflow for 186 title specialist, resulting in 310+ hours saved per month for Title Team and $1.1M in business cost annually
- Led contextual inquiry sessions and extracted 4 key user pain points using affinity mapping; communicated user pain points and design solutions to 20+ developers and business stakeholders to align on product direction
- Conducted 2 rounds of usability testing sessions with 10 users and iterated on high-fidelity prototypes based upon feedback, resulting in a 50% increase in user satisfaction
- Collaborated with product manager and business partners to re-imagine the eClosing experience for closing agents by creating user journey map, service blueprints and high-fidelity prototypes

PingAn Technology, UX Design Intern

Fintech | B2B | May 2021 - July 2021, Shanghai

- Designed 5+ features and handed-off to engineers for B2B product *PingAn Financial Analysis Platform*
- Collaborated with product managers, system analysts, and business stakeholders to communicate design decisions and user flows in prototype critique sessions, incorporating feedback to iterate on designs
- Optimized design system in Sketch and created onboarding doc to reduce user learning costs and improve usage consistency

C-Pro, Product Designer

Online Marketplace | Jan 2023 - Present, Ann Arbor, MI

- Designed high-fidelity prototypes for the end-to-end user experience of a mobile app that establishes two-sided market for homeowners and handymen; Launched in App Store
- Collaborated with CEO, product manager and dev team to define product features and conceptualize user flows
- Revamped C-Pro website and created marketing banners and postcards for user acquisition and promotion, resulting in a 20% increase in website traffic

PROJECT

LaunchIt, Product Designer

B2C | Jan 2022 – Apr 2022, Ann Arbor, MI

- Designed and shipped a web app with a cross-functional team of 14 product manager and engineers that connected 35K+ students with extracurricular opportunities and peers with similar interests
- Collaborated with product manager to prioritize product features to build an updated version of LaunchIt through 2 rounds of iterations
- Empathized with user pain points by conducting user research through in-depth interviews and surveys, further iterated high-fidelity prototypes based upon feedback gathered from usability testing sessions

EDUCATION

University of Michigan

Aug 2021 – Exp. April 2023 | GPA 3.96/4.0

Master of Information Science
User Experience Design & Research Track

Coursework

Interaction Design, Usability Evaluation & Needs Assessment, Contextual Inquiries, Graphic Design, Designing for AR/VR, Pervasive Interaction Design, Choice Architecture, Human Behavior, Innovation & Entrepreneurship

University of California, San Diego

Sep 2017 – May 2021 | GPA 3.88/4.0

B.S. Cognitive Science
Human-Computer Interaction

SKILL

Design
Interaction Design
Wireframing
Rapid Prototyping
Information Architecture
Graphic Design
Enterprise Design Thinking

Research
Survey / Interview
Contextual Inquiry
Comparative Analysis
Heuristic Evaluation
Usability Testing
Service Blueprint

Technical
Figma / Sketch / Adobe XD
Trello / Wrike
Miro / Mural / Lucid
Adobe Illustrator / Photoshop
HTML / CSS / Python

Language
English
Mandarin