

Zuki Zhuang Senior Product Designer

zukizhuang.com · zuki.zhuang@gmail.com · [LinkedIn Profile](#) · 5065663218

Professional Summary

Experienced product designer with 10+ years in crafting human-centred design solutions for B2C and B2B digital products. Skilled in leading cross-functional teams, translating user needs into intuitive designs and maintaining design systems. Proficient in design and project management tools, with a strong background in agile and data-driven environments.

Working Experiences

Marketing and Communications Specialist

07/2023 - 09/2023

Muriel McQueen Fergusson Centre for Family Violence Research, Fredericton, NB

- Conducted in-depth research to identify communication needs, aligning with human-centred design principles, to enhance the effectiveness of the Centre's outreach and educational efforts.
- Created clear and effective marketing materials to make complex research findings accessible, fostering greater awareness and support for the Centre's initiatives.

Product Designer (Remote)

03/2021 - 10/2023

Desty (Indonesia) Network Technology, Hangzhou, China

- Accomplished the design of MVP for a core product to become the company's flagship product with the most users.
- Conducted user studies and gathered data to inform design decisions, ensuring products met user expectations.
- Implemented user feedback to improve core mobile app usability, leading to a 50% increase on user satisfaction.
- Worked closely with cross-functional team in an agile, iterative environment.
- Developed and managed design component libraries and design system to ensure consistency and efficiency across projects, speeding up the design and development process with a 80% component reuse rate.

Manager of UX Design

03/2018 - 11/2020

Jiangsu Aijia Household Products, Nanjing, China

- Drive user experience, profit, competitiveness, and operational efficiency by providing product design across all 3 interconnected company products, including mobile app and PC software.
- Led a team of 5 designers and fostered a collaborative environment, delivering high-quality, innovative designs with design systems creating and maintaining.
- Facilitated cross-team collaboration and provided actionable feedback, ensuring stakeholder alignment, cohesive products, increased efficiency, and reduced project completion times by 20% on average.
- Conducted user research with the customer service team and transformed findings into actionable design improvements, improving user engagement and reducing customer support cost by 16%.

UI Designer

03/2013 - 07/2017

Nanjing Zhuoqi Software Design, Nanjing, China

- Delivered tailored design solutions by understanding client requirements and leading projects from planning to execution, ensuring high client satisfaction.
- Streamlined design processes, enhancing project efficiency by managing timelines, resources, and stakeholders needs.
- Advanced from junior to intermediate design level, consistently refining UI/UX skills to develop visually appealing, industry-standard software interfaces.

Design Skills

Design Tools: Figma, Sketch, Adobe XD, Photoshop, Illustrator, Adobe Creative Suite

UX/UI Skills: UI Design, UX Design, End-to-end Design, Web Design, Prototypes, Wireframes, Information Architecture, Journey Mapping, User Flows, Visual Design, Responsive Design, Design Systems, Usability Testing, High-fidelity

Research & Collaboration: UX Research, Data Analysis, Cross-functional Team Collaboration, Agile Methodology, Stakeholder Communication, User-Centric Design

Education

Master of Business Administration

09/2022 - 10/2023

University of New Brunswick

B.E, Computer Science and Technology

09/2004 - 07/2008

Nanjing University of Posts and Telecommunications

Certificate

Google Data Analytics - Google Career Certificates

Product Innovation and Service Design - HKU school of Professional and Continuing Education

Volunteer Experience

PRUDE. Inc

Saint John, NB, 2022 - present

- Create marketing materials for activities.

- Support on activities, including video shooting, photo taking, booth setting up, and program facilitating.