XIAOXI ZHENG

LEAD PRODUCT DESIGNER ◦ BROOKLYN, NY ◦ 9173487772

◦ DETAILS ◦

Brooklyn, NY
9173487772
xzheng1995@gmail.com

◦ LINKS ◦

LinkedIn

http://xiaoxizheng.com/

Case Studies

◦ PASSWORD ◦

xzheng

◦ SKILLS ◦

Design strategy

Product Design

User Experience Design

Figma

UX Research

Interaction Design

Usability Research

Information Architecture

Concept Validation

Data Visualization

Information Design

HTML/CSS/JavaScript

◦ LANGUAGES ◦

English

Chinese

PROFILE

Curious, empathetic, and collaborative product designer with a passion for solving meaningful problems with high complexities.

EMPLOYMENT HISTORY

Lead Product Designer - Risk + Member Intelligence at Dave, Remote
March 2022 — Present

Building enterprise products for risk management and member intelligence squads to scale operations for 11 million customers living paycheck to paycheck

Drive initiatives by working closely with engineering, product, data science, risk operations, support, and underwriting teams to determine goals, success metrics, and road map execution

Mentor designers to execute against customer life-cycle pain points, optimizing for conversion, retention, and reduction of customer contacts

Senior Interaction Designer at Bloomberg, New York City, NY
November 2021 — March 2022

Led product design on Enterprise Search & Surveillance Products to mitigate financial compliance risks for investment banking firms.

Lead Product Designer at Stitch Fix , San Francisco, CA
July 2019 — November 2021

Led research & innovation on retail inventory management software to enable new supply chain business models - scaling the breadth and depth of inventory availability

Lead end-to-end design process by conducting user research, crafting information architecture, user journey, wireframes, visual and interaction designs

Product Designer at GE - Data Science & Analytics, San Ramon, CA
July 2017 — July 2019

Innovating on recommendation systems, data visualization, natural language processing, and integration with large complex Internet of Things (IoT) systems with internal AI & machine learning teams

Product Designer at Atmosphere Apps, Gainesville, FL
May 2015 — January 2017

Designed for mobile, web solutions, and performed app store optimization in a fast-paced app agency environment delivering 30+ apps with a team of 15 engineers

EDUCATION

Digital Arts & Sciences, University of Florida, Gainesville, FL

Bachelor of Science in Human Computer Interaction & Computational Engineering