ESTHER ZHENG
PRODUCT DESIGNER

San Jose, CA - Open to Relocate/Remote
estherz.ux@gmail.com
+1 310-745-8052
https://estherzdesign.com/

SUMMARY

- Extensive B2C & SaaS product design experience, particularly for mobile applications.
- Proven ability to collaborate cross-functionally with PMs, engineers, and marketing teams.
- Skilled in creating scalable design systems, developing user flows, and driving impactful results aligned with user and business goals.

DESIGN EXPERIENCE

Product Designer, TrashMob

Remote | September 2023 - September 2024

- Led the redesign of a consumer mobile app for event search & planning, boosting user satisfaction and event participation by 25%.
- Communicated design process and vision using wireframes, information architecture, and prototypes, facilitating alignment with cross-functional stakeholders.
- Built and maintained a scalable design system with 70+ tokens and 40+ reusable UI components in Figma, driving design consistency and delivering high-impact features.
- Collaborated closely with PMs and engineers to streamline 5+ workflows, reducing design-related errors by 30% and improving operational efficiency.
- Conducted usability testing with 10 participants to validate and iterate the design, resulting in 3 major design improvements and improving task completion rates by 15%.

Product Designer, Orcasound

Remote | September 2023 - April 2024

- Developed and communicated design concepts for an e-learning app, creating interactive prototypes that addressed user needs and improved user flows.
- Partnered with UX research to conduct usability testing, deriving insights to reduce development time by identifying usability issues early, saving 2 weeks of rework.
- Facilitated 20+ weekly design review workshops with 8 stakeholders, ensuring alignment on solutions that improved design consistency across 10+ platform features.

UX Designer Apprentice, The Melanin Village

Remote | October 2023 - December 2023

- Conducted competitive analysis and heuristic evaluations, presenting redesign recommendations to cross-functional stakeholders.
- Enhanced the style guide to align with web accessibility standards, promoting visual consistency and user-friendly components.
- Presented design solutions during sprint demos, integrating stakeholder feedback into the final product.

UX/UI Designer(Contractor), Valourline Technology

Remote | May 2023 - July 2023

- Designed wireframes and high-fidelity mockups for SaaS web analytics dashboards, improving internal tool usability and delivering actionable insights.
- Delivered a project roadmap and PRD within two weeks, aligning cross-functional teams and ensuring clear project scope and timelines.

DIGITAL MARKETING EXPERIENCE

Founder & UX Designer, Advogro LLC

Bothell, WA | July 2024 - Current

- Designed and launched a Shopify store in one month, growing organic traffic by 146% and increasing monthly sales by 237% through growth marketing on TikTok.
- Leveraged Google Analytics to optimize conversion rates, iterating on product presentation and customer journey touchpoints.

SEO Associate, BOLD North America LLC

San Francisco, CA | September 2018 - November 2019

- Shipped 7 websites by collaborating with product, content, and engineering teams, increasing subscription rates by 20%.
- Designed 5+ SEO performance dashboards, providing leadership actionable insights that increased monthly organic sessions by 32%.
- Managed four contractors and an intern, ensuring the successful delivery of 100+ resume examples with high-quality standards.

SKILLS

Design

UX strategy,
User flows,
Concept sketches, Storyboarding,
 Information Architecture
Wireframes, Prototypes,
Mockups,
Design systems,
Responsive Design, Interaction Design,
User-centered Design

Research

User Interviews,
Usability Testings,
Competitor Analysis,
Persona Hypothesis, A/B Test

Tools

Figma, Photoshop, Canva
Framer, WordPress, Jira
Notion, Confluence

Data Visualization

Google Analytics (IQ Certified), Google Data Studio
Tableau (Certified Tableau Specialist)

Technical Proficiencies

MySQL, Python, R
HTML, CSS

EDUCATION

UI/UX Design Certificate

Springboard

Jul 2023

M.S, Marketing

University of Southern California

May 2018

B.A, Chemistry

University of California, Santa Barbara

Jun 2016