

Esther Zheng


Product Designer

Product Designer with 3+ years in B2C eCommerce, EdTech, SaaS, and B2B healthcare. I use data-driven insights to design web & mobile experiences that balance user needs with business goals. Holding an MS in Marketing Analytics.

 [LinkedIn Profile](#)

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EXPERIENCE

Lead Product Designer

July 2024 – Present

Advogro LLC | San Jose, CA

Founded and operated Advogro LLC, a B2C e-commerce business specializing in unique romantic gifts, leveraging Shopify and TikTok marketing to drive rapid growth.

- Design, launch, and scale an online Shopify store selling gifts, overseeing end-to-end e-commerce operations, including branding, international product sourcing & management, and UX/UI design.
- Increase checkout conversion rates by 46% by analyzing 200+ heatmaps and session recordings in Microsoft Clarity and Hotjar, identifying friction points, and refining product detail pages and checkout flows.
- Reduce bounce rate by 25% by redesigning the homepage and navigation, improving content hierarchy and mobile responsiveness based on Shopify and Google Analytics insights to drive a 146% increase in organic traffic.

Product Designer

Dec 2024 – Feb 2025

Innovative Health Systems | Remote

Innovative Health Systems is a healthcare technology startup focused on streamlining provider credentialing and enhancing chronic care management.

- Led a 2-week research and design sprint with a fellow designer and product manager, developing a new marketing landing page from 0 to 1, improving lead generation, and aligning design decisions with business goals.
- Strengthened competitive positioning by analyzing 15+ websites, identifying industry trends and UX patterns, and delivering actionable FigJam reports to inform landing page design and marketing strategy.
- Accelerated landing page design timelines by 10% by introducing internal kickoff workshops & stakeholder interviews, ensuring engineering & data science teams were aligned before development, and reducing miscommunication and rework.

SKILLS

Design

- User Flows & Journey Mapping
- Wireframing & Prototyping (Low to High Fidelity)
- Concept Sketching & Design Exploration
- Information Architecture
- Interaction & Responsive Design
- Design Systems
- User-Centered & Data-Driven Design
- Branding & Visual Identity

Research

- User & Stakeholder Interviews
- Competitive & Heuristic Analysis
- Surveys & Online Literature Research
- Usability Testing & A/B Testing
- Heatmaps & Behavior Tracking

Technical

- Data Visualization

UX Designer

Sep 2023 – June 2024

TrashMob.eco | Remote

TrashMob is a nonprofit organization founded by a senior software engineer from Microsoft dedicated to mobilizing communities for environmental action.

- Accelerated design implementation by 20% by creating a scalable design system in Figma with 40+ reusable UI components and 70+ design tokens, improving consistency and accessibility.
- Reduced event creation drop-off rate by 15% by optimizing the user journey and streamlining key flows, making the process more intuitive.
- Improved event joining efficiency by 25% by refining the app's information architecture and content hierarchy.
- Led 20+ usability tests using Lyssna to iterate on prototypes and implement WCAG-compliant standards, enhancing mobile accessibility and earning user praise for a 'clean, straightforward, and intuitive' event experience.

UX Designer

Sep 2023 – Mar 2024

Orcasound | Remote

Orcasound is an open-source initiative using real-time underwater listening and research to support orca conservation.

- Increased user satisfaction by 54% by streamlining the quiz completion flow in OrcaLearn, an e-learning web app for marine conservation, through interactive high-fidelity mockups & prototypes that enhanced usability and accessibility.
- Validated design decisions through usability testing, refining error correction features praised as 'thoughtful' for user clarity. Collaborated with 3 researchers to define user research plans for improved usability.

UX Designer Apprentice

Oct 2023 – Dec 2023

The Melanin Village | Remote

The Melanin Village is an online education platform that provides curriculum and community for Black and Brown homeschoolers.

- Conducted heuristic evaluations of the existing user flows for 300+ monthly active users, identifying usability pain points and friction points to inform the team's redesign recommendations for the client.
- Synthesized and presented research findings from 12 user interviews to the client, refining 5 initial personas into 3 distinct personas, helping the team prioritize design goals aligned with user needs and business objectives.
- Collaborated with peer designers and product managers to enhance the style guide, ensuring alignment with web content accessibility standards and brand identity, improving visual consistency and accessibility across the platform.

- Google Analytics
- HTML & CSS
- MySQL & Database Queries

EDUCATION

University of Southern California

Master of Science in Marketing, Analytics Track

University of California, Santa Barbara

Bachelor of Arts in Chemistry

CERTIFICATE

Springboard

UI/UX Design Career Track Certificate

University of Southern California

Graduate Certificate in Business Analytics

UX Designer Intern

May 2023 – Jul 2023

Valourline Technology | Remote

Valourline Technology is a B2B SaaS company developing scalable solutions for the human resources market.

- Scoped the project requirements, writing a new PRD within a week, ensuring clear communication with the client to manage expectations on deliverables.
- Researched and defined 20+ key dashboard metrics for internal admins, collaborating with 2 peer designers to determine the most relevant KPIs and data points to display.
- Designed 5+ dashboard layouts by establishing a visual hierarchy to enhance data readability & usability, resulting in the client's positive feedback.

Amazon Seller

Apr 2020 – Apr 2023

Summer Echo LLC | Bothell, WA

Founded and operated Summer Echo LLC, a B2C e-commerce business specializing in online arbitrage and wholesale on Amazon.

- Conducted user research and competitive analysis to determine consumer needs and identify gaps in the market, driving a 56% MoM sales growth within the initial 6 months of launch.
- Analyzed monthly sales data and optimized product listings through paid ads campaigns to improve search visibility and conversion rate on Amazon, maintaining 100% of 5-star store ratings for 3 years.

SEO Associate

Oct 2018 – Oct 2019

Bold North America LLC | San Francisco, CA

BOLD is a global B2C SaaS company with 1,200+ team members, transforming the job search experience through AI-powered resume and cover letter builders.

- Drove 620K+ monthly organic sessions of 7 websites, collaborating with product, content, and engineering teams in an agile environment to optimize site structure and improve content strategy.
- Automated SEO reporting process by designing and maintaining 5+ performance dashboards and weekly reports in Excel and Google Data Studio, delivering data-driven insights that informed strategic marketing decisions for leadership.
- Conducted weekly & monthly SEO audits across 1,000+ web pages, identifying accessibility issues and performance inefficiencies to ensure technical SEO compliance and improved search visibility.
- Managed a team of 4 contractors and 1 intern, overseeing daily task assignments and QA processes to successfully deliver 100+ resume examples, strengthening content engagement and search performance.