

Zoe Chen Zhao

WORK EXPERIENCE

Product Designer

Flocker AI, *Remote*

10/2023 - Present

- Spearhead the end-to-end design of Flocker, an AI-powered social app for event discovery and friendships.
- Build the design system in Figma from scratch, creating a cohesive visual language and component library that ensured consistency and scalability across the app.
- Align product features with the roadmap and business objectives during agile ceremonies, resulting in a 35% faster development cycle.
- Deliver 100+ designs, specifications, and rationales to cross-functional stakeholders.
- Conduct A/B testing to evaluate design variations and identify the most effective solution for improving user engagement.

UX Design Intern

Nexus 8 International (Health-Tech), *Remote*

08/2023 – 12/2023

- Developed the Hippra dashboard, a SaaS platform that enhances knowledge-sharing among healthcare professionals.
- Rebranded the platform and conducted usability testing cycles, leveraging feedback to enhance both user retention and satisfaction.

UX Research Intern

LabCorp (Bio-Pharm), *Remote*

06/2022 – 08/2022

- Redesigned patient lab reports, boosting user comprehension by 20% through data-driven design decisions.
- Conducted 500+ surveys and usability testings. Partnered with developers to ensure technical feasibility and improved user experience.

UX Design Project

Georgetown University, *Washington, D.C*

11/2021 - 02/2022

- Created a pet-adoption platform, driving user research, wireframing, and high-fidelity prototyping.
- Delivered responsive, user-centered designs adhering to brand guidelines across multiple devices.

Conversational AI Design Project

Georgetown University, *Washington, D.C*

10/2022 – 12/2022

- Designed a chatbot for the Undergraduate Admissions Office, integrating NLP and VUI design principles to increase user engagement.
- Achieved 90% user satisfaction and 85% accuracy through rigorous system testing and iterations.

CONTACT

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- [Online Portfolio](#)
- [LinkedIn](#)
- Athens, OH. 45701

EDUCATION

Georgetown University

M.A. 2021-2023

Communication, Culture & Technology

McGill University

B.S. 2017- 2021

Cognitive Science

SKILLS

User Experience:

Figma, Quantitative & Qualitative Research, Usability Testing, User Flow, Prototyping, Wireframing, Product Design, UserZoom, Qualtrics, EnjoyHq

General:

Microsoft Office

Data:

SPSS, SQL, R, Python, JavaScript

Design:

Figma, Adobe Suite, HTML, WordPress

Language:

English, Mandarin, French