

Vivian Zhang

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Pixlee TurnTo **Staff Product Designer**

Nov 2021 - Aug 2023

A suite of eCommerce SaaS products that enable brands such as Nike, West Elm, Alo Yoga, Carnival Cruises to engage with their online shoppers through ratings, reviews, social media and influencer content.

- Spearheaded the redesign of our flagship product, Ratings and Reviews.

Conducted significant research that resulted in a new information architecture that improved the navigability of app from 27% to 88%.

Set vision, defined and prioritized phases for the execution alongside Product and Engineering.

Extensive conversations with internal team members to understand product, engineering architectural limitations, user pain points, and internal team inefficiencies.

Coordinated design projects to ensure all work tied together to achieve our vision.

- Launched new product feature that enables brands to incentivize their shoppers to submit more reviews. Brands increased the number of reviews collected by 150%, and increased reviews coverage across their product catalog by 4 - 7%.
- Streamlined the creation process of photos galleries. Wrestled with abstract concepts, led team in rethinking these concepts, and collaboratively found solutions within engineering constraints.
- Redesigned core feature for users to moderate reviews, with a focus on decreasing confusion for new users. Part of our product-wide redesign.
- Mentored designers, upheld high design standards, and modeled best practices for design team.
- Upleveled stakeholders' design knowledge. Communicated research findings and explained design rationales.

stackoverflow Product Designer Sep 2020 - Oct 2021

A question and answer website for professional and enthusiast programmers.

- Part of company's "innovation pod" exploring new products to enable developers and technology companies to authentically engage one another around common topics.
- Led brainstorming workshops.

JOIST **Product Designer** May 2017 - Jan 2018

iOS, android, and web app that allows trade contractors to estimate, invoice, and collect payments.

- Lead designer of a new revenue-generating feature, that allowed documents created in Joist to sync with Quickbooks.

ontera Product Designer Feb 2018 - May 2019

Molecule detection platform bringing precision diagnostics to HumanDx and AgTech.

- First & sole designer. Balanced multiple products & priorities.
- Designed from scratch internal app for tracking inventorial, manufacturing, and experiment data that enabled data analysis for better hardware development.

PIXLEE Product Designer Jun 2014 - Apr 2017

This is my current company that I have returned to.

- Lead designer.
- Researcher for our incipient influencer marketing product.

Teach for America June 2011 - June 2014 (3 yrs)

- Taught 7th & 8th grade science & HS geometry
- Led the development of 12 incoming teachers

University of Pennsylvania 2007 - 2011

- B.A. in History and International Relations