

# Yiwen Zhong

UX/Product designer

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Fremont, CA

## PROFESSIONAL EXPERIENCE

### Sr. UX Designer | PayPal, Inc.

San Jose, CA | 06/2020 - 02/2024

- Led the end-to-end designs for multiple key feature enablement and optimization on Checkout Experience, e.g. PayPal Rewards, add card, split payment, etc., resulting in lift of engagement/new user activation.
- Led the design to streamline and optimize the Checkout member experience, resulting in conversion improvement.
- Led the development and implementation of the tailored and comprehensive Checkout design system.
- Led the project for Checkout UI refresh, enhancing visual and interaction design to align with the new brand guidelines, and ensuring consistency across all Checkout products.
- Led the discovery and designs for wallet experience in the new Checkout framework.
- Led the design collaborations between Checkout and other teams, e.g. PayPal Credit, identity, PayPal UI, etc.
- Mentored junior designers, providing guidance on product knowledge, best practices and design thinking.

### UX Architect | Vlocity, Inc. (now Salesforce Industries)

San Francisco, CA | 04/2017 - 06/2020

- Designed and delivered pricing and quoting systems adhering to industry best practices, serving over 10 clients across more than three industries, including TELUS, Blue Shield, T-Mobile, HSMA, and etc.
- Designed and delivered 5 frameworks for health insurance quoting products, by leveraging industry standard and best practices.
- Led the discovery sessions with the clients to gather requirements and define customer journeys.

### Interaction Designer Intern | Autodesk, Inc.

San Francisco, CA | 06/2015 - 08/2015

- Proposed and designed one-key-screenshot in A360, recognized as one of the most popular features.
- Conducted competitive analysis and facilitated 30+ user interviews to gather user pain points of using A360 online viewer for 3D printing.

## EDUCATION

### M.S. in Human Computer Interaction

Georgia Institute of Technology, Atlanta, GA

### Master of Product Development

Carnegie Mellon University, Pittsburgh, PA

### B.E. in Industrial Design

Beijing University of Posts and Telecommunications, Beijing, China

## DESIGN & RESEARCH

User Journey  
Information Architecture  
Design Strategy  
Design System  
Sketch & Wireframe  
Prototype  
Motion Design  
Usability Testing  
A/B Testing

## TOOLS

Figma  
Keynote  
Adobe Creative Suite

## SOFT SKILLS

Leadership  
Communication  
Presentation  
Collaboration  
Mentorship