Vivienne Zhang

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EXPERIENCE

Senior Product Designer
Adjust
05/2023 - 10/2024, Berlin

- Led design for AI/ML and iOS advertising pillars, driving innovation at Adjust while mentoring and guiding designer peers to deliver scalable, user-centered products.
- Owned the end-to-end design for a 0-to-1 AI-driven product from discovery, workshops, service design, to vision and MVP delivery; simplified complex concepts into an intuitive product, generating $20K in pre-launch sales.
- Partnered directly with C-level executives to shape product vision; aligned and quickly iterated design with business goals and market needs.
- Led UX collaboration with product, engineering, data science, and customer support with the support of user research and content strategy.

Senior Product Design Lead
Wayfair
06/2022 - 12/2022, Berlin

- Led design for supplier domain data services, developing a next-generation platform for global supplier partners, and driving growth across all supplier-facing teams.
- Owned admin-facing design from discovery and service design all the way to deliver robust, scalable core systems that enhanced operational efficiency.
- Collaborated with product, engineering, research, content, and analytics leaders to define the discovery roadmap and execute critical initiatives, resulting in $63M in savings and significant NPS improvements in 2023.
- Mentored designers across the enterprise and consumer organizations.

Senior Product Designer
sennder
10/2020 - 04/2022, Berlin

- Led end-to-end design across a B2B carrier platform for the leading European logistics marketplace, from web to mobile driver apps, while defining product strategy with cross-functional leads. Improved engagement, operational efficiency, and user satisfaction, including reducing a payment conversion funnel duration by 95%.
- Built user research and research operations from the ground up, uncovering insights that shaped design and product strategy while driving a research-informed culture.
- Led the design and prioritization of a new customer-facing design system, coordinating with design and engineering to complete its MVP implementation 1 month ahead of schedule.
- Hired, onboarded, and mentored product designers and the company's first user researcher, restructuring UX team rituals to foster collaboration and continuous improvement.
- Collaborated closely with partners in product, operations, data, and engineering.

Product Designer
Clincase
07/2019 - 09/2020, Berlin

- Led end-to-end design for a web-based B2B data management platform for clinical trials.
- Conducted company-wide user research initiative to inform design decisions, product vision, and roadmap.
- Created a design system from scratch, defining implementation strategy and documentation.
- Advocated for design thinking and best practices across the company.

Product Designer
Visbit
07/2018 - 05/2019, SF Bay Area

- Led end-to-end design for a B2B VR video distribution platform across web, tablets, and portable VR headsets.
- Created user stories, wireframes, and supporting documentation to define product features.
- Collaborated with executives and stakeholders across marketing, business development, and engineering.
- Maintained and evolved the design system to align with evolving product vision and strategy.
- Managed and mentored design interns.

Product Designer
Plexchat
06/2016 - 06/2018, SF Bay Area

- Led end-to-end design for a mobile B2C communication app and a web-based B2B developer SaaS tool.
- Contributed to product strategy through user research, product specifications, and success metrics.
- Developed and maintained a design system to ensure a consistent user experience across the product suite.
- Collaborated closely with product, operations, analysts, and engineers.
- Advocated for design best practices and managed partnerships with external creative agencies.

UX/UI Designer
Got It!
06/2015 - 05/2016, SF Bay Area

- Designed, prototyped, tested, and iterated features for a mobile and web B2C tutoring marketplace with an agile team of product, engineering, operations, and data.
- Leveraged quantitative data to assess design outcomes and inform improvements.
- Conducted qualitative and quantitative user research, including competitive analysis, surveys, interviews, and usability testing.

UX/UI Designer
Metaio
11/2014 - 05/2015, San Francisco

- Designed augmented reality apps for iOS and Android, serving Fortune 500 clients.
- Created wireframes, high-fidelity mockups, and graphic assets for RFPs.

SKILLS

Figma, Adobe, HTML/CSS, JavaScript

EDUCATION

Master of Architecture	University of Oregon, USA
Bachelor of Architecture	Wuhan University of Technology, China