Olivia zhang

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WORK EXPERIENCE

Beijing Jinyiteng Technology Co. Ltd   **Sep. 2022 – Present**
UX/UI Designer   *Remote*

- **Delivered autonomous, high-fidelity design** for cross-platform login/authentication flows, enhancing usability and accessibility, and increasing **sign-in success by 25%** and **subscription conversions by 15%**.
- Conducted and synthesized insights from **15+ in-depth** usability testing sessions across multiple user segments, significantly improving onboarding task completion rate by **20%** through iterative design enhancements.
- Created comprehensive **design artifacts**, including annotated wireframes, task flows, user journeys, and interactive prototypes using **Figma** to support seamless developer collaboration and user-centered decision-making.
- Built and maintained a **scalable design system** aligned with **React components**, cutting front-end QA time by **30%**.

Inroble International Inc.   **Jan. 2022 – Jun. 2022**
UX/UI Designer (Contract)   *Toronto, ON*

- Designed UX for an **enterprise-level SaaS platform** used by **30% of Toronto's auto shops**; mapped complex workflows into **intuitive, user-centered journeys** to streamline operations and enhance task efficiency.
- Conducted **stakeholder interviews** and developed **data-informed user flows** to support admin and booking features.
- Delivered **interactive Figma prototypes** and **detailed, developer-ready annotations** to accelerate implementation, enhance design clarity, and reduce cross-functional miscommunication.

Carpollo.   **Jun 2021 – Aug 2021**
UI Designer (Contract)   *Toronto, ON*

- Led the complete rebranding of a **B2C moving app** (beta), including **logo, visual identity system, and responsive UI layouts**, significantly improving **visual consistency and usability scores by 40%**.
- Collaborate cross-functionally **with developers, designers, and stakeholders** to resolve complex UX challenges across platforms, and **contributed to strategic, data-informed design decisions** that aligned with business goals.
- Created a modular **PowerPoint template** that became the company's standard for **100%** of internal and external decks.

Personal Interview Preparation Platform Web (In Beta)
UX/UI Designer   *Toronto, ON*

- Designed a **responsive web platform** to support personalized study plans and **progress tracking** for job seekers.
- Applied **human-centered design** process and ran **iterative usability testing** to optimize experience and engagement.

EDUCATION

Nuova Accademia di Belle Arti   **Sep. 2017 – Feb. 2020**
Master of Communication Design   *Milan,Italy*
Nuova Accademia di Belle Arti   **Jan. 2022 – May. 2023**
Master of Global Hospitality Sustainable Leadership   *Toronto, ON*

CERTIFICATIONS, TOOLS & SKILLS

- **Certifications:** Google Foundations of User Experience Dec 2021; Meta Principles of UX/UI Design Dec 2023
- **Design Skills:** UX/UI, Interaction Design, Information Architecture, User Flows, Accessibility, Usability Testing
- **Research & Prototyping:** User Interviews, A/B Testing, Surveys, Figma, Framer, UserTesting, Miro
- **Systems & Handoff:** High-fidelity Prototypes, Design Systems, Component Libraries, Developer Handoff (Figma + Inspect)

PORTFOLIO

- https://mengportfolio.com. Includes case studies on e-commerce platforms, rebranding, usability testing, and data-informed design strategies.