

# SUSAN YISHAN ZHENG

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[www.susanzdesign.com](http://www.susanzdesign.com)

(213) 880-9030

Designer with over 5 years of experience delivering complex UX/UI solutions. Skilled in user-centered design, interaction design, rapid prototyping, and Figma, with a proven track record of shipping high-impact digital products. Adept at ideation, design sprints, and cross-functional collaboration with engineering, product management, and user research to create scalable solutions that address technical constraints, user goals, and business requirements. Passionate about leveraging user insights to drive iterative design processes and deliver exceptional product experiences. Able to thrive in a fast-paced environment.

## WORK EXPERIENCE

### Senior Product Designer

Apr 2023 – Feb 2025

[Viome Life Sciences, Inc.](#) | Bellevue, WA

Viome provides test-based health insights, personalized food recommendations and precision supplements.

- Revamped mobile and web app by enhancing information architecture, UX/UI, and visual design, improving user comprehension of complex health insights through collaboration with clinical nutrition, customer support, product management, and engineering teams, leading to a 1.87x increase in attach rate
- Led the redesign of the in-app shop page, introducing customizable subscription plans and increasing the add-to-cart rate by 1.5x through rapid exploration and user testing, enhancing scalability for future launches
- Spearheaded the end-to-end design of a health test status tracker, reducing cancellation rates from 6% to 2.8% and cutting annual refunds from \$1.5M to \$700K by leveraging user insights and prototyping
- Developed an app design system with reusable components, ensuring consistency across platforms and streamlining collaboration with engineering and product management

### Product User Experience Designer

Mar 2021 - Apr 2023

[Viome Life Sciences, Inc.](#) | Bellevue, WA

- Led the design of a subscription management experience across desktop and mobile platforms, simplifying complex workflows while navigating technical constraints, improving customer satisfaction, boosting subscription renewal by 2.24x and reducing software costs by \$100K annually
- Established a robust user feedback system, conducting usability testing and synthesizing insights to drive impactful app enhancements, aligning with business requirements

### Lead User Experience Designer (freelance)

Nov 2020 - Feb 2021

[Fuji Inc.](#) | Remote

Fuji Inc. owns Fuji Fresh Tea, rebranded to Zero& in 2021, a growing beverage chain in California.

- Designed a mobile app from 0 to 1, streamlining the drink ordering process and eliminating 2-hour wait times through iterative design, prototyping, and user testing, significantly enhancing customer experience

### Contract User Experience Designer

May 2020 - Sep 2020

[Extra Financial Inc. \(DBA Cheese\)](#) | Pasadena, CA

Cheese offered a mobile banking app and a debit card with cashback rewards, serving new immigrants.

- Orchestrated a design sprint to develop a 0-to-1 cash-back rewards feature for a mobile banking app, converting 7% of signup users into first-time buyers by addressing financial equity
- Collaborated with engineering and product management, presenting design rationale to ensure seamless implementation within technical constraints

## Graduate UX Researcher & Designer

Jan 2020 - Mar 2020

*Nordstrom | Seattle, WA*

- Conducted usability studies and delivered wireframes and interactive prototypes for the 'Looks' styling feature, enhancing UX with a virtual fitting room, validated through user research

## User Experience Designer

Sep 2018 - Dec 2018

*Blackstone LaunchPad at USC | Los Angeles, CA*

Blackstone LaunchPad is a startup incubator at the University of Southern California.

- Revamped website information architecture, boosting visitor traffic by 17%, and designed a responsive landing page that attracted 100+ event participants using user-centered design principles

## Graphic Designer

Oct 2016 - Oct 2017

*USC International Academy | Los Angeles, CA*

USC International Academy is an academic department at the University of Southern California.

- Designed more than 30 activity flyers and program brochures to reach an audience of more than 1,000 people
- Assisted the brand manager to work on 4 marketing projects which brought in more than 500 new applicants

## CORE SKILLS

**User-Centered Design:** Scenarios, User Flows, Wireframes, Journey Maps, Interaction Design & Interactive Prototypes

**Research & Testing:** UX Research, Usability Testing, User Interviews

**Design Tools:** Figma, Sketch, Adobe Creative Suite

**Visual Design:** Visual Design, Branding, User Interface (UI) Design, Motion Design, Design Systems

**Collaboration:** Cross-functional Team Collaboration, Presenting Design Rationale, Design Sprints

**Technical Knowledge:** UX Writing, Responsive Web Design, Front-End Development

**Soft Skills:** Active Communication, Stakeholder Management

## EDUCATION

### University of Washington

Master of Science in Human-Centered Design & Engineering

### University of Southern California

Bachelor of Science in Business Administration

Minors in Visual Design, Web Technologies & Applications