

GLORIA ZHONG

Product Designer

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SUMMARY

Product designer with 6+ years across startups, working directly with customers to turn ambiguous, multi-stakeholder problems into products teams can act on. Research-led and systems-minded, with strengths in customer requirements gathering, product discovery, and cross-functional facilitation.

SKILLS

Design & Research: Product strategy, end-to-end product design, UX research, interaction design, visual design, design systems, information architecture, prototyping, journey mapping, design sprints, usability testing, assumption testing, accessibility (WCAG), data-informed design, growth and conversion design, AI-assisted research synthesis and ideation, workshop facilitation, systems thinking

Tools: Figma, Sketch, Adobe Creative Cloud, Miro, Dovetail, Fullstory, Google Analytics, Heap, Jira, Asana, Notion, Confluence, ChatGPT, Claude, HTML/CSS, React.js

EXPERIENCE

Independent — Design Contractor

2020 – Present · Vancouver, BC

- Deliver independent design across product and UX, including consulting, heuristic evaluation, UX copy, and responsive web design.

Dooly — Product Designer

May 2021 – Feb 2023

- Drove product discovery through ongoing customer research and interviews, setting core product direction and aligning Product, Engineering, and leadership around a shared vision.
- Designed and shipped a next-step recommendation feature with Product and Engineering that increased core-feature usage by 30%.
- Translated research into mental models and journey maps that guided product strategy and cross-functional alignment.
- Maintained the internal design system, improving visual consistency across the product.
- Led design reviews and mentored new designers, developing onboarding materials and championing design best practices across the team.
- Facilitated UX and team-building workshops and ran design team rituals to build a user-centric, collaborative design culture.

2X Conversion Design Consultancy — Lead Designer

Mar 2020 – Feb 2021

- Led end-to-end redesign of onboarding, billing, and the marketing site for Goodbits (venture product), increasing customer acquisition, activation, and MRR.
- Designed and launched the 2X venture site and migrated the agency marketing site to Webflow, supporting client, hiring, and investor growth.
- Worked directly with agency clients including Brightside by ATB Financial to gather requirements and design top-of-funnel pages around their product positioning.
- Co-authored an influencer marketing playbook guiding client social strategy.

MuseFind — UX/UI Interaction Designer

May 2017 – Oct 2019

- Designed three products end to end: MuseFind's original brand-influencer collaboration platform, a ground-up self-serve brand platform that grew to 13,000+ signups, and a separate influencer portfolio product.
- Led product discovery and facilitated 50+ user research sessions to drive direction and validate new features.
- Produced user flows, wireframes, high-fidelity UI, and interactive prototypes, and created experience principles and design guidelines adopted by marketing, customer, and development teams.
- Built close cross-functional relationships that aligned company and business vision with product and customer success.

Fraser Health Authority — Business Systems Analyst (Co-op)

Jan 2015 – Aug 2015

- Led the redesign of the Fraser Health SharePoint used by 26,000+ employees and advised 60+ internal clients on product solutions.

SFU Beedie School of Business — UX/UI Designer & Front-End Developer (Co-op)

Sep 2013 – Apr 2014

- Designed and built the Beedie social media hub and maintained a 100+ page site used by students and faculty.

EDUCATION

Simon Fraser University — BSc, Interactive Arts & Technology (Design Concentration), 2010 – 2016

CERTIFICATIONS

Human-Centered Systems Thinking — IDEO U, 2022

Assumption Testing — Product Talk (Teresa Torres), 2022