VIOLA ZUOBIJIA SUN ✳

Product Designer

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EXPERIENCE

UX Product Designer Intern, Tencent

June - August 2024 | Shenzhen, China

- Designed **Tencent App Store**, a responsive website & Android app via applying the Tencent design system to enhance user conversion rate by **12.8%** & retention rate by **9.6%**.
- Strategized & proposed UX approaches to stakeholders by creating end-to-end UX, including defining user flows, creating wireframes, high-fidelity mockups, and prototypes.
- Contributed to Tencent **AIGC project AI Chatbot** through validating product concepts, tackling AI modalities, & collaborating with PM & Engineer teams to define MVP scope and product roadmap.
- Analyzed competitor products and performance data to define business opportunities by conducting **A/B testings**, cafe studies, and user interviews to gather user insights.

UXUI Designer, GoValley

May - November 2023 | Remote, USA

- Redesigned GoValley job searching responsive website via applying the Google Material Design System to improve **Daily Active Users** by **59.3%**.
- Proposed and conceptualized **5+** UX approaches to redefine users' job search experience via analyzing performance data, resulting in bringing up user engagement rate by **10.2%**.
- Managed company **Figma design system** by defining & optimizing UX/UI components with PM & Engineer teams to improve implementation accuracy & efficiency.

UXUI Designer, Jam City Inc.

June 2022 - April 2023 | San Francisco, CA

- Executed user interface & user experience design iterations for the role-playing game, **Harry Potter: Hogwarts Mystery**, creating rapid conceptualizations, wireframes, iconography, and high-fidelity prototypes, contributing to user monetization.
- Collaborated with Game Designers, Content Designers, PMs, UX Designers, and Engineers to conceptualize UX approaches, enhancing user game controls, and **satisfaction rate** by **8.6%**.
- Optimized user experience and user interface design across Android, iOS, and iPadOS platforms for global accessibility by leveraging Figma, Json, and language models, achieving **82+ million worldwide users** and **#1 download ranking** in 40+ countries.

Product Designer, Yisen Tech

November 2021 - May 2022 | Remote, USA

- Managed multiple client projects (iOS, Android apps, and responsive websites) by driving end-to-end UX efforts, including creating storyboards, wireframes, and prototypes.
- Initiated project scopes and proposed clients' design pitches (including entertainment, cosmetics, and finance categories clients) by collaborating with Marketing and design teams.

Visual + Experience Designer Co-op, Brigham and Women's Hospital

January - June 2020 | Boston, MA

- Led UX design for **Harvard Medical School's virtual education launch** during COVID-19; established eLearning frameworks & interactive prototypes, resulting in attracting **16k followers**.
- Transferred 100+ user surveys, 10+ user interviews, and key observation findings into clinical data visualization; advocated for 20+ human-centered improvement opportunities in medical services with stakeholders.

EDUCATION

New York University

09.2023 - 05.2025 | New York, NY

MA Learning Technology and Experience Design

California College of the Arts

09.2021 - 05.2023 | San Francisco, CA

MFA Human-Computer Interaction
GPA: 3.75/4.2 | Merit Scholarship

Northeastern University

2016 - 2020 | Boston, MA

BFA Graphic + Interaction Design
GPA: 3.75/4.0 | Dean's List (2017-2020)

SKILL

Design

Web Responsive Design /
Mobile App Design / User Interface Design /
User Experience Design / Sketching /
Wireframing / Information Architecture /
High-Fidelity Prototype / Design System /
Persona / User Flow / Storyboarding /
Data Visualization / Accessibility Design /
Branding / Graphic Design / Typography

Research

User Research / A/B Testing /
Usability Testing / Competitive Analysis /
Qualitative & Quantitative Research

Tools + Programming

Figma / Sketch / Adobe XD / Protopie / PS /
AI / AE / Adobe Creative Suites / Principle /
Flinto / Miro / InVision / Jira / Trello / HTML /
CSS / JavaScript / Processing / Arduino /
Notion