

VICTORIA ZHENG UI/UX Designer

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Detail-oriented UI/UX designer with almost 3 years of hands-on experience in creating intuitive, functional and enjoyable user interfaces and digital products that effectively address user needs.

PROFESSIONAL EXPERIENCE

Athyna — UX/UI Designer

December 2021 to Present

- Conceptualized and designed the MVP for a global employment platform, driving the transition from a service-based business to a successful SaaS model. Consistently enhancing it with innovative features.
- Led UX and UI design efforts for diverse platforms, including company websites, web apps, Chrome extension, and creative materials such as social media posts, newsletter templates, and digital presentation assets.
- Maintained product quality and consistency through rigorous testing and coordination with product managers and developers.
- Ensured daily design system maintenance to guarantee seamless and cohesive user experiences.
- Effectively optimized the outbound system and enhanced lead generation through the strategic design of sub-brands and landing pages.

Freelance — UX/UI Designer

July 2021 to Present

Engaged in diverse projects and collaborated with various clients to deliver impactful design solutions, including:

- Designed a streamlined billing and payments system for Virtual Latinos, automating financial transactions and calculations for virtual assistants and client charges. Achieved heightened efficiency, reducing manual efforts, and eliminating recurring errors.
- Redesigned the brand identity and website for startup Defy-Hi, elevating their online presence by aligning visual elements with company values and enhancing overall brand perception.
- Crafted a personalized website for Coderhouse's client, tailoring the design to meet specific brand and user requirements, resulting in an aesthetically pleasing and functional online presence.
- Transformed G-Full's e-commerce website with a user-centric design approach, optimizing the online shopping experience and driving increased user engagement and conversion rates.

Nul — UI Designer

December 2021 to December 2023

- Led the design efforts for nul.to and its platform, empowering companies to seamlessly offset the carbon footprint of their employees.
- Transformed the platform from a non-profitable state to achieving a remarkable gross margin increase of 250%.

EDUCATION

University of Buenos Aires — Bachelor of Design, Fashion Design

2012 - 2017

COURSES & CERTIFICATIONS

Coursera — Google UX Design Professional Course

University of Michigan — User Experience & Interaction Design for AR/VR/MR/XR

Coderhouse — Web Development (HTML & CSS); Advanced UX/UI Design; Design System (UI Design); Prototyping

SKILLS

Proficient in: Product Design, Design System, Design Thinking, Interaction and Visual Design, User Interface Design, Userflow, Information Architecture, Prototyping, Wireframes, UX Research, Usability Testing, Mobile App Design, Responsive Website Design, Figma, Illustrator, Photoshop, Interpersonal Communication, Teamwork.

Fluent in: English, Spanish, and Chinese.