

ZHEN WANG

PRODUCT DESIGNER

Portfolio

wangzhenux.github.io

Email

wangzhen614@gmail.com

Phone

512-658-5191

Linkedin

www.linkedin.com/in/zhenwang614

EDUCATION

The University of Texas at Austin

MAY 2016

MS in Information Studies (UX)

GPA: 4.0 / 4.0

University of Nebraska-Lincoln

MAY 2014

Bachelor of Computer Engineering

GPA: 3.8 / 4.0

SKILLS

Building: Production front-end·
code-based prototyping to
validate
decisions in working software

AI: Designing AI-native products
(conversational / agentic UI) · AI-
assisted workflow with Claude
Code, Google Stitch, Figma Make

Design: UI & visual design · Figma
systems & libraries · interaction &
user flows

Research: usability testing · data
analysis · heuristic & competitive
analysis · workshops

EXPERIENCE

Tripalink, Corp. • Lead Product Designer

JULY 2023 - PRESENT

- Lead end-to-end design for **UnitPulse**, Tripalink's AI-native leasing platform — the full renter journey from engagement and touring to application and move-in. Empowered leasing agents to manage **250+ leads/month** each, a sustained **20% YoY** efficiency gain.
- Helped drive the convergence of three separate products into one platform — one login, one design language, with a conversational Copilot as the command layer — as design lead.
- Integrated AI across leasing and marketing, cutting manual work **40%** while lifting tour-to-lease conversions **+16%** and rental applications **+3%**.
- Grew the consumer site **+28% YoY** in monthly active users (AI-powered search, optimized listings, referral program) at a steady 3.4% lead-gen rate; manage and mentor the design team across product, engineering, and operations.
- Manage and mentor the design team; partner with engineering and operations on delivery.

Twilio • Product Designer

JUNE 2021 – FEBRUARY 2023

- Spearheaded the Regional Onboarding initiative to improve comprehension of Twilio Regions; the redesigned "Buy a Number" page increased impressions **+179%**.
- Drove removal of the "Default Region" feature by aligning cross-functional stakeholders and partnering with research to reduce user confusion.
- Ran a mental-model study (**34 participants, 17K+ accounts** analyzed) to reshape the cross-product region-switching experience.
- Initiated and documented Twilio's Global Design Guidelines, a scalable design system and library for brand and UX consistency.

Tasktop • Senior UX Designer

JULY 2016 – JUNE 2021

- Led product design for enterprise software connecting DevOps tools, making the value stream visible and measurable for Fortune 500 customers.
- Partnered directly with the CEO to take a new Flow Framework™ product (featured in Project to Product) from 0 to 1, securing a **\$2M enterprise deal** within a year.
- Contributed front-end development (TypeScript, HTML, CSS, JS), bridging design and engineering for seamless delivery.
- Initiated and ran usability testing to validate design decisions and drive measurable UX improvements.