Wai Ting Zhao

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Work Experiences

EliteGaming Live | Product Designer

Jan 2024 - March 2024   Remote, New York

- Conducted comprehensive **heuristic evaluations** and **user testing** for a **B2B** desktop platform, leading **iterative UI** revisions, while developing a **B2C** mobile platform that improved the dashboard, leaderboard, and player cards, resulting in a **15% increase** in daily active users and a **10% rise** in average session duration
- Implemented **interactive tutorials** for coaches and players to improve the user onboarding experience
- Utilized **Figma** to streamline product development workflows, facilitating agile design iterations and delivery of new feature updates
- **Collaborated** with founders, mentors, engineers, and key stakeholders weekly to **troubleshoot UX issues** and organized **design documents** to support collaborative development and project management

Kingworld Medicines Group Ltd | UX Designer, Product Designer

May 2022 - September 2023   Remote, Hong Kong

- Redesigned a **e-commerce** platform to ease the medicine trading process for specifically **seniors**, resulting in a **20% increase** in user satisfaction and a **15% rise** in sales
- Conducted stakeholder interviews and analyzed data from **300+ participants** to guide UX strategy
- Authored a **50-page** financial analysis report that provided insights into competitors, leading to data-driven UX decisions that saved the company **50,000 RMB**
- Coordinated and facilitated over **10 workshops** weekly with corporate partners

Cyber X LLC | UX Designer, Brand Designer

Jan 2020 - May 2022   Queens, New York

- Designed and implemented **UX prototypes** for the board game shop for their online reservation system, resulting in a **$1,000+** daily increase in revenue
- Launched and managed a social media presence on Xiaohongshu (Red), attracting over **40+** daily visitors and refine the content strategy based on **user feedback**, enhancing customer engagement and brand loyalty
- Led brand development initiatives, organizing and executing successful events that increased ticket sales to over **250** attendees, significantly boosting brand visibility

Education

New York University / Master of Learning Technology and Experience Design

May 2022 - May 2024 / GPA: 3.81 / 4.0   Brooklyn, New York

- **Specialization:** UX/UI design with expertise in **user research, wireframing, prototyping, and visual design** using Figma, Sketch, Adobe XD, and SurveyMonkey, alongside **instructional design** skills and foundation in front-end development

Sarah Lawrence College / Bachelor of Liberal Art

September 2018 - May 2021 / GPA: 3.53 / 4.0   Bronxville, New York

- **Specialization:** 2D Animation with expertise in **character design, storyboarding, wireframing, prototyping, and visual storytelling, video editing**, and proficiency in software like Adobe Premiere Pro, DaVinci Resolve, and Photoshop

Projects

- **Art Smart:** An interactive platform simplifying art exploration   Project Link
- **Easy Navigation:** A navigation app helped new york passengers to better navigate locations and facilities within the stations.   Project Link