

Zuki Zhuang Senior Product Designer

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Professional Summary

Senior Product Designer with over 10 years of experience designing B2B and B2C products from the ground up. I've led MVP launches, built reusable design systems, and used research to guide product direction. Known for thriving in fast-paced, small-team environments where flexibility, creativity, and initiative drive real impact. With a background in UX leadership and an MBA, I connect user needs with business priorities and help teams make better product decisions.

Contract Projects

Product Designer

from 03/2025

All in agency, Fredericton, NB

- Supported the online adaptation of a human-centered design course for healthcare professionals in New Brunswick.
- Researched and assessed suitable e-learning platforms to facilitate effective and accessible course delivery.
- Reorganized and refined existing course materials to align with digital learning formats and user needs.
- Reviewed content layout and navigation flow to reduce friction and improve clarity for online learners..

Working Experiences

Marketing and Communications Specialist

07/2023 - 09/2023

Muriel McQueen Fergusson Centre for Family Violence Research, Fredericton, NB

- Identified communication needs through in-depth research and applied human-centred design principles, enhancing outreach and educational efforts.
- Developed clear and effective marketing materials, simplifying complex research findings to foster greater awareness and support for the Centre's initiatives.

Product Designer (Remote)

from 03/2021

Desty (Indonesia) Network Technology, Hangzhou, China

- Led product design for a bio-link tool supporting online sellers in the e-commerce industry.
- Designed MVP for the company's flagship product, resulting in the highest user adoption.
- Conducted user research and iterative testing to improve product satisfaction by 50%.
- Built a scalable design system with 80% component reuse, streamlining development across teams.
- Delivered user-centered solutions in agile sprints with cross-functional collaboration.

Manager of UX Design

03/2018 - 11/2020

Jiangsu Aijia Household Products, Nanjing, China

- Managed a team of 5 designers to deliver three digital products in the home renovation industry, including: a customer-facing mobile app for customizing apartment renovation plans, a desktop tool for interior designers, and an internal data dashboard.
- Improved delivery speed by 20% through workflow optimization and team alignment.
- Increased engagement by 16% by translating user insights into design improvements.

UI Designer

03/2013 - 07/2017

Nanjing Zhuoqi Software Design, Nanjing, China

- Delivered UI/UX solutions for multiple client projects across sectors as part of a design consultancy.
- Designed responsive interfaces for web and mobile platforms, ensuring project-specific quality and consistency.
- Improved design workflows to meet deadlines and increase delivery efficiency.

Design Skills

Design Tools: Figma · Sketch · Adobe XD · Photoshop · Illustrator · Adobe Creative Suite

UX/UI Skills: End-to-end product design · Responsive UI/UX · Design systems · Wireframing · Prototyping · Visual design · Information architecture · User flows · Journey mapping · Usability testing

Research & Collaboration: UX research · Data analysis · Iterative design · Agile methodology · Cross-functional collaboration · Stakeholder communication

Education

MBA, University of New Brunswick (2022-2023)

B.E., Computer Science and Technology, Nanjing University of Posts and Telecommunications (2004-2008)

Certificate

Google Data Analytics - Google Career Certificates

Product Innovation and Service Design - HKU school of Professional and Continuing Education

Volunteer Experience

PRUDE. Inc

Saint John, NB, 2022 - present

- Designed marketing materials that increased event visibility and participation.
- Coordinated and supported community events, including video production, photography, and program facilitation.
- Contributed to fostering inclusivity and diversity awareness through creative outreach initiatives.