**Wenjia Zong**

Cornell Graduate | Master of Art

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| CAREER PROFILE |  |
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* Creative tech/design professional with experience spanning Product Design & Research Strategy, Product Creating, Network Management, Cyber Technology Experience Design, Research Data Analysis, and Fashion Management. Experienced professional creative with a demonstrated record of success in team leading, design, fashion, and user research. Bachelor’s Degree in Fashion Design and a pending master’s degree in Apparel Design, Cornell University.
* **Key Strengths:** Finely tuned research and analytical skills with a dedication to streamline and improve work processes. Effectively interface with management to collaborate on issues and resolve problems. Technical proficiency in Adobe Creative Cloud (AI, PS, ID, and XD), Figma, Sketch, Google Analytics, InVision, and Framer, as well as strong conversational knowledge of HTML5, CSS3, JavaScript.

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| Educational Background |  |
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**MA, Apparel Design, Human Ecology**, Pursuing | Cornell University, Ithaca, NY

**Advanced Fashion Design**, 2016 | Central Saint Martin, UAL, London, UK

**BA, Fashion Merchandising and Design, Cum Laude**, 2013 | California State University, Long Beach

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| Professional Experience |  |
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LIMVI Studio, Irvine, California

**Founder & UI/UX Product Manager** (2016 – Present)

Direct daily operations of five team members and 10 contractors while providing strategic direction and leadership to create, design, and production management. Collaborate on projects to create brand experience from the ground up. Train, coach, and mentor staff to develop talent. Build and maintain valuable relationships with creative partners, clients, and stakeholders.

* Grew company from one to five-person team with strong self-starter and business owner mindset.
* Generated $150K in revenue in 2020 after starting from nothing through entrepreneurial business management and skilled client growth.
* Consistently achieve 35% annual revenue growth and 20% increase in potential clients by delivering exemplary creative solutions.
* Nearly doubled client’s leads within six months by recreating their website.

Bytedance, Remote, California

**Agency Freelancer, UI/UX Product Designer** (2020 – Present)

* Partnered with product management to develop the product vision and support the development of high-quality solutions from ideation to launch
* Researched the latest UX and interaction concepts, presentation layer technologies, digital best practices, online trends, etc., and provide recommendations
* Developed and delivered UX documentation for use by a wide range of audiences, including architects and engineers. (i.e., use cases, journey maps, wireframes, conceptual models, user interaction flow diagrams, page schematics, prototypes
* Lead fast-paced design brainstorming and ideation sessions with cross-disciplinary teams that result in breakthrough UX design innovations for related products and services
* Developed detailed product design documentation and design system that effectively communicates interaction and design ideas to the development team
* Inputted and managed the AB testing pipeline, ensuring that the hypothesis library contained a consistent flow of opportunities

Clouthub, Irvine, California

**UI/UX Lead Designer** (2018 – 2019)

* Evangelized Work closely with a cross-functional team that includes engineers and product managers to create simple, easy to use software
* Utilized UX research strategies and frameworks to make decisions about design (Information Architecture, Wireframing, User Testing, etc.)
* Created storyboards, wire-frames, and mockups, design interactions and flows through the application, and assist in creating UI/UX prototypes
* Development of architecture roadmap of mobile app UI Stack
* Created production-ready UI / UX interfaces
* Lead the product design from concept to launch

Fortinet Inc., Sunnyvale, California

**UI/UX Product Designer** (2017 – 2018)

Designed creative solutions to bridge the gap between users and software, including cybersecurity web application design. Built product prototypes, executed usability testing, and created new modules and mockups. Ensured clear communications existed between project management and development throughout full project lifecycle. Brought brand consistency and identity to product design for all deliverables with effective design documentation, dialog flows, and functional logic.

* Designed three of the top-selling products for the company by delivering effective creative solutions for UI/UX.
* Redesigned two top products in Cybersecurity – FortiCloud Extender and FortiCASB – markedly improving usability and user experience.
* Delivered user flows, wireframes, mock-ups, presentations, and annotated design specifications, prototypes, and final designs for development teams.
* Planned and oversaw testing criteria for usability studies, A/B & MV Testing of products and platforms as part of the design process.

St John Knits, Irvine, CA

**Area Visual Manager** (2013 – 2016)

* Led multiple projects from inception to completion within the agreed time and budget
* Provided proactive assistance in developing in-store marketing campaigns and visual collateral to enhance the customer in-store experience
* Designed the first St. John Chinese New Year window as well as executed seasonal In-store POP displays, signage, and graphics rollouts
* Designed London Harrods Chelsea’s Market window 2016
* Set up and maintained New York, California, and Milan Showrooms for press presentations and sales meetings in line with the predefined standards.

*Selected Contributions:*

* Communicated with customers to identify their requirements and accordingly arranged two HQ and boutique events with local connections and successfully generated 50K+ transactions.
* Led the inauguration of 10 new stores and organized visual merchandising training sessions for both global stores and US to attract new customers, as well as increased brand awareness and profit margin.

***Additional experience*** *as a* ***Regional Sales*** *at FamilyCord Bank, a* ***Fashion Merchandiser*** *at COC Inc., an* ***International Buyer Intern*** *at BCBG Maxazria,* ***Wardrobe Stylist*** *at Jenny G. Boutique.*

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| Honors & Awards |  |
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Indigo Award, Golden Award of Illustrator, 2019

Who’s Who Among American College, 2012

Theodora Corey Scholarship Recipient, 2011