



Mia Zhang

Senior Product Designer

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SOFTWARE

Figma, Sketch, InVision, Principle, Figma, Miro, Teams, Office 365
Unity, Arduino, Keynote, Photoshop, Illustrator, InDesign, Lightroom,
Adobe XD, Premiere Pro, Dreamweaver and After Effects

SKILL

Gamification design, Process improvement, User Research, Creative thinking, Wireframing, Rapid Prototyping, Storyboarding, Brainstorm, Design Thinking, Collaboration, Branding, Communication, Illustration & UI elements, Material Design, Visual Design, Design System, Advertising, Business Strategy, Team leadership, HTML /CSS, JavaScript

EDUCATION

California College of the Arts (CCA), San Francisco, CA

Master in HCI, Dec 2020

Kendall College of Art and Design (KCAD), Grand Rapids, MI

Bachelor in Graphic Design, May 2017

HONORS & AWARDS

Stanford Treehacks

2021 Sustainability Grand Prize

LANGUAGES

English, Chinese and Japanese

EXPERIENCE

FIS Global/ Senior UX Designer (Design & Usability Analyst Senior)

Jan 2024 – Present

- Implemented an in-app feedback collection and rating prompt to improve App Store review ratings for Ameris and more banking apps, successfully raising the average rating from 1.9 to 4.7
 - Conducting user feedback from previous App Store Review.
- Understanding user pinpoint related to Remote Deposit, login, Push notification, Dashboard, and Transaction features
- Designed one of the key features of the Mobile banking application with a user-friendly interface and clear instructions. Provide clear, actionable Error Message when deposit capture has any problem
- Designed Digital One Consumer Studio business management access for SMB employees or team members by providing Administrator and sub-user profiles
- Mentor junior staff when applicable

Microsoft Wallet (XPAY)/ Product Designer 2

Jun 2023 – Nov 2023

- Led the enhancement of the Mini Wallet feature in Microsoft Edge, implementing a Cashback status mini animation
- Define and address problems in the holistic Wallet experience, with a particular focus on optimizing the Cashback process
- Autofill Optimization, which Improved the autofill experience within Microsoft Edge and Microsoft accounts, with a specific emphasis on locally saving CVV information for user convenience and security

- Provide ongoing support and expertise in developing the My Shopping dashboard. Contributed to the integration of ShopGPT CoPilot functionalities (product comparison and related search)

Microsoft Shopping/ Product Designer 2

Mar 2023 – May 2023/Remote

- Designed an Immersive inspirational shopping experience on Prong to Increase engagement & retention of shopping users.
- Created design for multiple entry points Microsoft including Edge Deal Days.
- Integrated Shopping carousals into the Dynamic search bar in the Windows system.

Microsoft Rewards/ Product Designer 2

Jul 2022 – Mar 2023/Remote

- Designed the rewards program gamification, including the daily check-in streak, Spin the wheel bonus, and the Rewards program onboarding experience to improve customer engagement and retention. And iterated on it continuously.
- Created visually appealing assets for rewards entry points, including the dashboard page banner and Bing & Edge coach mark, and organized the Rewards illustration library to support teams.
- Integrated Edge Wallet with Microsoft Rewards, including variable gift card denominations.
- Developed Rewards Hub in Edge shoreline bar and Bing search engine, giving customers easy access to rewards information and redemption options.
- Conducted user research on the rewards badge system to identify areas for improvement and inform future design decisions.
- Identify new opportunities and generate innovative ideas to improve our processes, products, and culture, influencing design direction and research methodologies.

Microsoft Teams/ UX Designer

Dec 2021 - Jun 2022/Remote

- Iteration of the Microsoft Teams desktop platform for SMB (Small & Medium Business) Payment app, the Payment experience, and pre-pay meeting
- Upgrade link unfurling (Templatized URL Preview) in Teams using Microsoft Adaptive Card Framework
- Working closely with product managers to solve SMB lower adoption rate problems strategically. Participating in all aspects of the design process, including requirement defining, user research, workflow diagramming, detailed design, and engineering support
- Creating flows, sketches, wireframes, prototypes, and other design artifacts to define and communicate end-to-end user experiences
- Articulating and demonstrating how to design solutions to address user needs, business goals, technical constraints, and other project requirements

Subaru of China/ Senior Visual Designer

May 2018 - Dec 2019 / Beijing, China

- Worked on a variety of projects including Design systems, Branding systems and online advertising
- Collaborated with Industrial Designer and engineer to design and develop Hengchi electric Automobile branding, Design System, screen interface and physical emblems