

Tuo Zhang

Senior Product Designer

Email: zhangtuo811@gmail.com

Web: tz811design.com

Experience

LIMVI Studio Inc - Product Design (Contract)

Irvine, CA | Jun 2021 - Present

Clients: GoBall, Westlake University, Hotspot VPN

The Athletic - Product Design (Core Product)

San Francisco, CA | Jun 2019 - Mar 2021

1. Designing the national coverage sports app for millions of users. Responsible for user growth, product thinking and visualizing ideas, rapid hi-fidelity mockup, and contributing to design systems building.

2. Collaborated with product managers, eng team, and editors across multi-teams to complete each project goal.

Boostinsider (Saas) - Lead design

Burlingame, CA | Dec 2016 - Jun 2019

1. Led design for Boostinsider's core product lines, Led product design for influencer searching platform and campaign management tool, visualized influencer performance data and created design system.

2. Increased free trial users (13.1% ~ 26.4%) and subscription users (2.2% ~ 3.7%) by redesigning the SocialBook

3. Worked closely with back-end engineers to optimize searching speed, and conduct user research with vendors to collect feedback.

Education

Academy of Art University

San Francisco, CA

Class of 2016 | MFA, Web Design & New Media

China Academy of Art

HangZhou, China

Class of 2010 | BFA, Graphic Design

Honors & Awards

Gold in Beverages / Silver in Packaging Design

2022 Indigo Design Award

Iron A' Design Award

2019 A' Design Award & Competition

UI/UX Design category Bronze

2018 Indigo Design Award

Skills

Product Design	Figma
Rapid Wireframing	Sketch
Prototyping	Principle
Design System	Adobe Creative Suite