

Roxanne Zhu

Product Designer — RoxanneZhu.com

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Experience

Product Designer — Kindred (Remote)	Feb 2024 — Present
<ul style="list-style-type: none">· Designed and shipped responsive web and mobile UIs for Kindred’s LLM-powered educational social platform, contributing to a 20%+ increase in daily active users across the first cohort of testers.· Prototyped and tested learning tools in fast 1–2 week cycles, enabling early feedback from educators and students.· Conducted 3+ usability testing rounds, improving task completion rates by 35% via cognitive learning research.	
Founding Product Designer — Learn with Chat (NYC)	Jun 2022 — Aug 2023
<ul style="list-style-type: none">· Led full-stack development of an LLM-enhanced educational platform with intuitive, chat-based learning interfaces.· Improved user onboarding speed by 40% by redesigning lesson flow and chat UX based on usability testing.· Developed features like real-time feedback and personalized practice sets, increasing engagement by 35%.	
Graphic Designer — Freelance (Remote)	Feb 2021 — Present
<ul style="list-style-type: none">· Created event branding and posters, including Lunar New Year Gala (400+ attendees).· Designed packaging and visual identity for Snow Cake bakery.	

Education & Recognition

Degree	Bachelor of Fine Arts, Hunter College, NYC <i>Expected July 2025</i>
	Major: Fine Arts (Graphic Design) — Concentration: Computer Science
Awards	Hunter Sage Scholar — Top 5% honors program for creative disciplines

Skills

Design	Figma (Advanced), Adobe Creative Suite, Framer, Principle
Research	User Interviews, A/B Testing, Google Analytics, Maze
Technical	HTML/CSS, JavaScript, React (basics), Design Systems
Methods	Design Thinking, Jobs-to-be-Done, Lean UX, Agile/Scrum
Languages	English & Mandarin Chinese (Native)