



Mia Zhang

Product Designer II

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SOFTWARE

Figma, Sketch, InVision, Principle,

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

KCAD Presidents Honor List 2014 – 2017

AAF West Michigan. Student Addy Bronze Award

2016 "Complete" Packaging Design

American Graphic Design & Advertising

2014 Student work advertising

AAF West Michigan. Student Addy Silver Award

2014 Integrated Advertising Campaign, "Philips Wake Up Light"

KCAD International Student Scholarship

2012 Academic Scholarship

LANGUAGES

English, Chinese and Japanese

EXPERIENCE

Microsoft Wallet (XPay)/ Product Designer 2

Jun 2023 – Present

- 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 automobile catalogs, manuals, and web advertising | English-Chinese translation and proofreader | new product announcement, Designed billboard for Guangzhou auto show and internal activities for SUBARU of China
- Collaborated with Industrial Designer and engineer to design and develop Hengchi electric Automobile branding and physical emblems