

# Jing Zhao

UX / UI Designer | Scrum Master

## Experience

### Sr. UX Designer @ Siemens Healthineers

Jan 2018 - Present | Princeton, NJ

- Manage and execute multiple projects, drive and apply user-centered design processes while working collaboratively with internal and external users, and customers, along with cross-functional teams including product management, engineering, requirements, sales, and other stakeholders
- Lead activities to help identify and prioritize product requirements, actively communicate strategic decisions around the future direction of products, and work closely with project management teams and other stakeholders to define product scope, timelines, deliverables, and achievements
- Use iterative design techniques such as user research, interviews, surveys, testing, and formative/summative evaluations to uncover insights, learn about user behavior, verify design concepts, and ensure accessibility.
- Create information architecture, wireframes, persona, user flows, and prototypes to meet product requirements; Present design solutions and project deliverables to stakeholders and clients' teams
- Mentor and provide feedback to junior designers, contractors, and interns to uplevel their craft and skills

### Product Design Intern @ Pixability

Jul 2016 - Feb 2017 | Boston, MA

- Incorporated user research, usability studies, and customer feedback into product requirements to ensure products satisfy user needs
- Explored, concepted and developed workflows, user interfaces, and delivered final visual and interaction design; Brokedown features into user stories to help engineers build features efficiently

### Founder & General Manager @ Jingyuan Interior Design

Oct 2009 - Jan 2016 | Zhengzhou, China

- Oversaw daily operations through collaboration with senior management and department leaders, leading and planning quarterly meetings
- Supervised and evaluated 15 high level designers' works for customers ensuring the best quality; Hired and trained 30+ employees

### Founder & General Manager @ Xinsheng Furniture Customization Co.

May 2009 - Jan 2016 | Zhengzhou, China

- Cooperated with business partners, applied marketing strategies, evaluated business directions and plans, supervised 40+ employees

### Chief Designer & Manager @ Shanghai Maco Construction Co.

Aug 2006 - May 2009 | Zhengzhou, China

- Managed interior design and decoration projects for high-end clients; Supervised staff and oversaw junior designers
- Presented and delivered high quality designs; Closely collaborated with engineering, material supply and customer service teams

## Portfolio

jingzhaoux.com

Password:

## Contact

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## Education

### Northeastern University

Masters in Digital Media & Interactive Design

### Zhengzhou University of Light Industry

Bachelors in Art Design

## Certifications

Professional Scrum Master I  
Scrum.org

Human Factor for Medical Devices  
AAMI

NN Group | UX (on going)  
Journey Map, Storytelling

## Skills

User Research

Storytelling

Persona

Journey Map

Workflow

Wireframe

Usability Testing

Prototype

Visual Design

Interaction Design

Formative Evaluation

Summative Evaluation

## Tools

Figma

Adobe Creative Suite

Sketch

InVision

Principal, Axure

JIRA, Confluence, Azure

HTML, CSS, Angular JS