Hello! I'm **Zeyang Zheng**

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I love untangling complex systems, that's why I have been successful in helping companies deliver multiple B2B SaaS projects in the past 4 years, across Fin-Tech and Construction industries. Check out how I did it: my portfolio.

EXPERIENCE

Product Designer Caplin Systems
Mar 2022 - Jun 2022

- Explored new product offering opportunities for previously overlooked user segments by conducting market research.
- Introduced the concept of brand strategy to C-level and led discussions to reach an optimal brand proposition.
- Designed front-end trading systems for FX sales traders in major banks such as Santander.

Product Designer CreateMaster / BuildData
Aug 2019 - Mar 2022

- The products I delivered played a critical role in Createmaster's £4 million acquisition by BuildData Group. I was promoted to the group level, leading product design across the group.
- Introduced Agile-dev, Design Thinking, and Lean UX to the company.
- Transformed DocPark, an Operational Management System which facilitates the processing of construction data throughout its lifecycle. My work led to a reduction in SaaS spending by 30%, a more delightful user experience and thousands of operational hours being saved.
- Collaborated with marketing, advised on branding, and delivered various marketing materials for all key client segments.

Co-Founder PlateHunt
Feb 2020 - Jul 2021

- Deployed an iOS app which helps users find restaurants via digitalised word of mouth.
- Managed the product from end to end. Identified the scope of the product, laid out the roadmap for MVP, and planned features with dev using a problem-first and Lean approach.
- Created storyboard, user interface, interactions, as well as the marketing site.

UX Designer / Researcher Schlumberger
May - Sep 2018

- Redesigned Sim-Store, an internal simulations version control system. Introduced a tree graph to visualise the version control history The resulting product improved the day-to-day experience for internal developers by streamlining the information architecture.
- Close collaboration with the dev team, prioritizing the roadmap based on my design.

Market Researcher Third Bridge
Jul - Sep 2016

- Conducted in-depth interviews with experts in different sectors to uncover industry key trends ahead of major companies' quarterly financial reports.

EDUCATION

B.A., Design 2016 - 2019
Goldsmiths University of London

AWARDS

Innovator of the Year
BuildData Group - 2021

SOFTWARE

Figma, XD, Sketch
HTML, Adobe CC,
CSS, SQL, Jira