

AMY ZHEN

PRODUCT DESIGNER

■ amy.zhen03@gmail.com

■ 678-231-7379

SKILLS

Software

Figma
Webflow
Sketch
Origami
Flinto
Principle
Invision
Adobe CC

Design & Strategy

Product Strategy
Vision Mapping
Design Ops & Scale
User Research
User Flows
Prototyping

EDUCATION

Georgia Tech '16

BS Biomedical Engineering
Industrial Design Minor

EXPERIENCE

Senior Product Designer - Magic Labs

2023 | Remote

- Designed and launched third-party wallet integration with Magic Wallet
- Created product strategy for consolidating Magic's suite of products

Senior Product Designer - Meta

2020 - 2022 | San Francisco, CA

- Designed a scalable and optimized web experience for engineers to model data center electrical systems, reducing modeling time from 1 week > 2 hours per blueprint.
- Designed a web scheduling tool for data center analysts to coordinate server refreshes, consolidating multiple data sources and migrating users from spreadsheets.
- Led research and cross-functional workshops to develop a multi-year product strategy for server repairs and to establish a design presence within infra teams.
- Created a vision of design concepts for Quest livestreaming and IG collages, which led to new product areas for their teams.

Senior Product Designer - Sunrun

2017 - 2020 | San Francisco, CA

- Developed a solar quote iPad/web experience for sales partners to pitch to customers, leading to faster quote generation and 12% increase in conversions.
- Led UX strategy across sales, channel partners, and customer experience, establishing design best practices.
- Illustrated complex use cases by creating journey flows and wireframes, testing quickly with metric-driven user research.

SIDE PROJECTS

Kift NFTs - Organized generative assets and created Figma workflow to easily export traits, backgrounds, and base van images for KIFT INC

Hive Mobile Game - Designed the visual library and design system for the Hive game on mobile