

Ya (Silvia) ZHANG

Senior Product Designer

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SUMMARY

Senior Product Designer (8 Years Exp.) specializing in AI/Autonomous Driving and FinTech. Expert in 0-to-1 B2B architecture, Data Visualization, and Design Systems. Led core platforms at UISEE and Airwallex, driving \$220M revenue growth and delivering solutions for top-tier clients like Hong Kong International Airport.

EXPERIENCE

Senior Product Designer

2021.9–2025.11 UISEE, Shanghai

Overview: Led the end-to-end design of remote operations platforms and dispatch systems for the autonomous driving sector. Delivered high-precision interaction solutions for complex logistics scenarios serving airport and industrial clients.

- **UCOMP Remote Operations Platform (0-1 Architecture):** Spearheaded the design of UCOMP remote operations platform, establishing a monitoring ecosystem for ~400 autonomous vehicles and reducing maintenance costs. The platform design was awarded the CAICT Connected Vehicle Remote Operation Platform Standard Award.
- **Autonomous Dispatch System & Multi-Terminal Synergy:** Led the interaction design for the core dispatch system, resolving complex multi-terminal collaboration challenges to successfully deliver customized solutions for top-tier clients such as Hong Kong International Airport and Singapore Changi Airport.
- **Standardization & User Research:** Established corporate design standards and standardized User Flows; conducted field research to drive data-backed iterations.

UXUI Designer

2019.9–2020.4 Airwallex, Shanghai

Overview: Focused on the iteration of core cross-border payment products and risk control systems. Leveraged data-driven design to significantly boost business conversion rates and platform security.

- **Growth Driver:** Revamped the RMB Inbound flow, optimizing UX to directly drive \$220M USD in transaction volume within six months.
- **Transaction Monitoring System:** Led the design of the transaction monitoring backend. Created an efficient risk audit workbench compliant with strict financial regulations, enhancing auditor efficiency while ensuring platform safety.
- **Global Design System:** Co-developed and maintained the corporate Design System. Authored design documents and conducted knowledge-sharing sessions, ensuring consistency and efficiency across global design teams.

Senior UI Designer

2015.9–2018.10 Wilshire Associates, Suzhou

Overview: Directed the incubation of next-generation financial analysis terminals and the modernization of legacy products, focusing on enhancing the visualization and professional UX of complex financial data.

- **Omnia Financial Analytics Platform (Full-Cycle Design):** Owned the overall design strategy for Omnia. Translated complex financial requirements into clear information architectures and High-Fidelity prototypes through rigorous user research.
- **Legacy Modernization:** Revamped legacy products (Atlas, Axiom), optimizing data visualization and rendering performance to improve analyst efficiency.

EDUCATION

Belarusian State University

Master of Management in Financial Management

2020.9–2021.6

Wuhan University

Master of Software Engineering

2013.9–2015.6

University of Shanghai for Science and Technology

Bachelor of Management in Public Service

2009.9–2013.6

TECHNICAL SKILLS

Design/Prototyping Tools: Figma, Sketch, Adobe Creative Cloud, C4D, MAYA, HTML/CSS

Design: User Research, Rapid Prototyping, Wireframing, Storyboarding, Visual Storytelling, Journey Mapping

Research: Usability Testing, Contextual Inquiry, Comparative Analysis, Statistical Analysis, Survey

Language: Proficient in English and Chinese Mandarin