Ruojing Zhang

Product Designer

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WORK EXPERIENCE

Senior UX Designer @ Nielsen Holdings

New York, NY | Oct 2021 – Present

- I lead the design and refinement of the alpha phase *Nielsen ONE Content,* a media consumption analysis dashboard for enterprise clients including Disney and Sony Pictures Television.

- Standardize design patterns for 5 Nielsen ONE products (*Planning, Ads Measurement, Campaign Flow, Audience, Content*) to improve consistency across the ecosystem.

- Develop Figma templates for data-heavy tables and multi-layer report builders to enrich Nielsen's Unity Design System.

- Spearhead the design of Nielsen's first Audio Measurement Mobile Survey Portal, which will replace the paper-based Audio Diary. The new survey portal is expected to save $6.4 million operational cost.

Product Designer @ ViacomCBS (now Paramount Global)

New York, NY | Aug 2019 – Sept 2021

- I led the end-to-end design of *Content Catalog* ("CC", an internal media asset management web platform), streamlining workflows and improving productivity for our worldwide sales teams.

- Conducted in-depth research of the content sales workflow that relies on 4 legacy metadata systems across 7 brands to address complex design requests for CC.

- Established and maintained a Sketch Design Library for the CC team, and assisted engineers creating CSS components library.

- Enhanced the login/registration flow of Paramount+ Streaming App for TV, mobile and tablet.

Product Designer @ Virani Jewelers

New York, NY | Aug 2018 – July 2019

- I led the research and design of Virani's e-commerce website; Leveraged insights from user engagement data to enhance Virani's website homepage and navigation (reduced drop-off rate by 7%).

- Developed seasonal campaign templates to reduce Google Ads cost.

UX/UI Designer @ Verizon Wireless

New York, NY | Feb 2017 – March 2018

- Revamped the data visualization interface of the Call Center Service application, resulting in reduced call handling time for experienced users and accelerated onboarding for new users.

SUMMARY

With 7+ years of experience in product design, I've built cross-platform applications for enterprise and consumers. I've created and maintained Design Systems for small and large teams. I am a proactive team player who always strives for higher standards and smooth collaboration.

EDUCATION

Pratt Institute
M.S. in User Experience Design
Jan 2015 - Dec 2016

New York University
B.S. in Applied Psychology
Sept 2010 - May 2014

SKILLS

Prototyping
Design Systems
Data Visualization
User Journey Analysis
User Research & Testing
Information Architecture
Stakeholder Management
Vague Requirement Analysis

TOOLS

Figma
Sketch App
Zeplin
Webflow
Heap Analytics