

Xia Zhang(Summer)

Senior Product Designer (UI/UX) | SaaS • B2B • B2C • AI

Product Designer with 6+ years in SaaS, B2B, and B2C. Experienced in 0→1 platform design, design systems, and AI-powered workflows, with strengths in strategy, cross-functional leadership, and scalable UX that drive growth.



📍 Bay Area, CA
U.S. Work Authorization (Green Card)
🌐 [linkedin.com/in/xiazhang622](https://www.linkedin.com/in/xiazhang622)
📁 Portfolio: www.xiazhangdesign.com
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Experience

Trendsi - Lead Product Designer (Founding Designer)

Hybrid, Menlo Park, CA | 2022 – Present

- Founding Product Designer: Drove all aspects of design from 0-1, creating scalable web and mobile experiences and establishing the core design system.
- Led design of AI-powered tools, including a sourcing extension and AI-generated model imagery, enabling merchants to discover products faster and create scalable, ad-ready visuals.
- Cross-functional Impact: Collaborated across product, engineering, and business teams, leading design sprints and accelerating time-to-market in an agile environment.
- Product Strategy & Leadership: Spearheaded design and strategy for a B2B e-commerce marketplace, aligning user needs with business growth.

Bosma - Senior Product Designer

Onsite, Fremont, CA | 2021 – 2022

- Redesigned the company's website and mobile app, elevating usability and brand identity.
- Built and refined a unified design system, improving design consistency and developer handoff.
- Delivered responsive, accessible designs (WCAG) across desktop and mobile platforms.
- Applied lean design methods (rapid prototyping, A/B testing, analytics) to validate features and optimize performance.

V.I. Global Partners - Lead UX/UI Designer

Remote, Seattle, WA | 2021 – 2021

- Managed end-to-end UX/UI design for the VIGP Client System (B2B), from concept to execution.
- Led cross-functional sprints with PMs & engineers, improving delivery velocity and reducing handoff issues by 25%.

Selez - Co-Founder / Product Designer

Onsite, Sunnyvale, CA | 2017 – 2020

- Co-founded and led a design team, building a B2C e-commerce platform (web + mobile).
- Directed branding, marketing visuals, and product design to support company growth.

Silicon Valley Business Institute - Graphic Designer

Onsite, Sunnyvale, CA | 2017 – 2018

- Designed graphics for social media, events, and marketing campaigns to strengthen brand identity and increase engagement.

Education

Graphic Design Nanjing, China
Nanjing University of Science & Technology
Bachelor of Art

Web Design / Marketing San Francisco, CA
Academy Art of University
Master of Fine Art

Accounting San Francisco, CA
Golden Gate University
Master of Accountancy

UX / UI Design Online
Springboard Bootcamp

Google-Certified UX Designer Online
Google UX Design Professional Certificate

Skills & Tools

Design Methods & Strategy

Human-Centered Design (HCD) • User-Centered Design (UCD) • Design Thinking • Double Diamond • Information Architecture (IA) • Interaction Design (IxD) • Journey Mapping • Service Blueprints • Accessibility (WCAG) • Inclusive Design • Rapid Prototyping • Usability Testing • A/B Testing • Metrics-Driven Design • Design Systems & Scalable Frameworks • Design Ops • Product Strategy • Monetization (SaaS, Membership Tiers) • Growth Design

Tools

Figma (Auto Layout, Variables, Design Tokens) • FigJam • Miro • Notion • Adobe Creative Suite (Photoshop, Illustrator, After Effects) • Sketch • Jira • Confluence • Asana • Webflow • WordPress • AI Design Tools (Flux, MidJourney, Stable Diffusion, ChatGPT prototyping)

Technical

HTML / CSS • Python (prototyping) • Generative AI Integration • Prompt Design • AI/ML UX Principles

Languages

English • Mandarin