

Yanqing Zhu

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of design experience across consumer apps, B2B platforms, dual-mode tools, and data visualization systems. Skilled at simplifying complex workflows through systems thinking and user-centered design in fintech, e-commerce, productivity, and location-based services.

WORK EXPERIENCE

Senior Product Designer

OTT Pay, Toronto

Mar 2025 - Apr 2026

Designed product experiences for a fast-evolving fintech and merchant platform, simplifying complex workflows in ambiguous, fast-changing environments.

- Led end-to-end design for mobile experiences across **QR payments, bill payment, merchant offers, gift cards, and remittance**, alongside web workflows for merchant onboarding, loyalty systems, and internal operational tools.
- Translated evolving business requirements, transaction rules, and operational edge cases into clear user flows, interaction patterns, and developer-ready UX documentation.
- **Built and evolved the design system from the ground up**, establishing components, naming conventions, and token mapping to improve consistency and iteration speed.

Senior UX Designer

Snaplii, Mississauga

Oct 2023 - Mar 2025

Owned UX design for Snaplii's consumer app as the sole UX designer, driving end-to-end experience design and continuous iteration across core user journeys.

- Reworked the checkout experience into a **modular, scalable structure** supporting gift cards, bill payment, and cashback scenarios without re-architecture as business needs emerged.
- Improved the North American experience through lower information density and clearer pricing cues. Earlier coupon visibility increased referred new-user conversion **from under 50% to 73%** and dormant-user redemption **from 0.4% to 1.2%** within three hours.
- Led a data-informed homepage redesign, contributing to a **68.7% drop in bounce rate**, a 20.3% increase in search CTR, and a 72% increase in average brands viewed per new user.

Senior Product Designer

AutoNavi (Alibaba Group), Beijing, China

Apr 2018 - Oct 2021

Designed location intelligence platforms, large-screen analytics systems, and map-based operational tools for complex B2B and B2G workflows.

- Owned UX design for **Amap Smart Traffic**, a map-centric platform for traffic authorities nationwide, redesigning the workspace layout and refining map visualization patterns to reduce information noise and improve usability. Within six months of launch, it was adopted by **300+ traffic bureaus** and increased data feedback volume by 75%.
- **Led four outsourced designers** and coordinated with **10+ PMs across 12+ concurrent B2B**

projects, including site selection, ad planning, bank field-force tracking, logistics, and audience insights.

- Designed multiple **large-screen data visualization experiences** across traffic, weather, road safety, migration, toll stations, regional conditions, and population insights, translating complex spatial and operational data into clearer decision-support tools.

Interaction Designer

UC Browser (Alibaba Group), Beijing, China

Apr 2015 - Apr 2018

Designed interaction flows for UC Browser PC, contributing to dual-mode product design and data-informed experience improvements.

- **Sole interaction designer for the UWP redesign** of UC Browser PC, creating wireframes and prototypes for keyboard, mouse, and touch interactions. The product received **400+ ratings and reached a 4.6 app store rating within two weeks of launch**.
- Improved a UC India promotional flow by refining interaction timing and content hierarchy, contributing to a **20.12% higher click-through rate** and a **14.08% increase in user conversion**.

Interaction Designer

JD.COM, Beijing, China

Apr 2012 - Apr 2015

Designed interaction flows for large-scale e-commerce products, with a strong focus on transaction-heavy experiences and complex cross-business requirements.

- **Independently owned the design of JD.com's checkout system** across cart, settlement, and payment-related flows, balancing business rules, promotional complexity, and usability across multiple categories.
- Co-led a major checkout redesign to support mixed first-party and third-party orders, validating three solutions through high-fidelity prototypes and in-person user testing. The final version **achieved 100% comprehension and 88% acceptance** in all-third-party scenarios, and **84% comprehension** in mixed-order scenarios before phased rollout.

Interaction Designer

Run Technologies, Beijing, China

May 2011 - Mar 2012

Designed workflows, information architecture, wireframes, interfaces, and selected CSS implementation for a public-opinion monitoring platform used by public security teams.

Designer, Web & Graphic

FLTRP, Beijing, China

Jul 2006 - May 2011

Built an early foundation across web, graphic, and marketing design in the education sector; recognized as a top 10% employee in 2010.

SKILLS

Figma, Axure, Information Architecture, Usability Testing, Design Systems, Data Visualization

EDUCATION

Bachelor of Industrial Design, Wuhan University