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Vivian Zhang

Stuut Al Product Designer (Contract) Jun 2025 - Pres.

Al-powered Accounts Receivables SaaS; Khosla-funded

- Improved Cash App UX with features that build user trust in AI and handle exceptions.
- Improved chat agent usability; conducted research to define chat's purpose within Al-native platform
- Designed surfaces linking Cash App and Deductions for seamless data flow

FINDMINE Staff Product Designer Mar 2024 - Aug 2025

ML-powered outfit creation for brands such as Lululemon, Gap, and Anine Bing

- Led a full B2B SaaS app redesign, modernizing the UI/UX through user research-driven insights.
- Established a design system and built a new component library from the ground up.
- Supported experimentation during transition from ML to LLM-based systems.



Pixlee TurnTo Staff Product Designer

Nov 2021 - Aug 2023

A suite of eCommerce Saas products that enable brands such as Nike, West Elm, Alo Yoga, Carnival Cruises to engage with their online shoppers through ratings, reviews, social media and influencer content.

- Spearheaded the redesign strategy of our flagship product: Ratings and Reviews.
 - Conducted significant research. Developed new information architecture that increased task completion success rate from 27% to 88%. New architecture was the cornerstone of the redesign strategy.

Set vision, defined and prioritized phases for the execution alongside Product and Engineering.

Extensive conversations with internal team members to understand product, engineering architectural limitations, user pain points, and internal team inefficiencies.

Coordinated design projects to ensure all work tied together to achieve our vision.

- Launched new product feature that enables brands to incentivize their shoppers to submit more reviews. Brands increased the number of reviews collected by 150%, and increased reviews coverage across their product catalog by 4 - 7%.
- Streamlined the creation process of photos galleries. Wrestled with abstract concepts, led team in rethinking these concepts, and collaboratively found solutions within engineering constraints.
- Redesigned core feature for users to moderate reviews, with a focus on decreasing confusion for new users. Part of our product-wide redesign.
- Mentored designers, upheld high design standards, and modeled best practices for design team.
- Upleveled stakeholders' design knowledge. Communicated research findings and explained design rationales.

stackoverflow Product Designer

Sep 2020 - Oct 2021

A question and answer website for professional and enthusiast programmers.

• Part of company's "innovation pod" exploring new products to enable developers and technology companies to authentically engage one another around common topics.

JOIST Product Designer

May 2017 - Jan 2018

iOS, android, and web app that allows trade contractors to estimate, invoice, and collect payments.

ontera Founding Product Designer Feb 2018 - May 2019

Molecule detection platform bringing precision diagnostics to HumanDx and AgTech.

• Designed from scratch internal app for tracking inventorial, manufacturing, and experiment data that enabled data analysis for better hardware development.

▶ PIXLEE Lead Product Designer Jun 2014 - Apr 2017

B2B SaaS platform used by brands like Nike, Alo Yoga, and Tumi to collect, permission, and publish social media content to their websites.

2007 - 2011



June 2011 - June 2014

University of Pennsylvania

• Taught 7th & 8th grade science & HS geometry

• Led the development of 12 incoming teachers

• B.A. in History and International Relations