

Jiwen (Cici) Zhong

UI/UX Designer

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WORK EXPERIENCE:

UI/UX Designer | Treevah | New York, US

12.2025 - 03.2026

- Led 0→1 design of an AI-powered file management component with intelligent contextual search, reducing average file retrieval time by 42%.
- Redesigned core file management workflows for Treevah's SaaS platform, improving navigation efficiency and reducing user friction across key flows.
- Led 3 prototyping rounds, converting feedback into validated decisions, cutting task time by 30%.

UI/UX Designer | AtSquareOne | New York, US

08.2025 - 11.2025

- Launched membership website, increasing homepage conversion by 70% and SUS score by 23%.
- Designed a friction-free member journey from homepage to checkout, boosting conversions by 30%.
- Collaborated with marketing to enhance value communication and SEO for member acquisition.
- Established scalable design system translating marketing insights into consistent UI components.

UI/UX Designer | Hug Medical | New York, US

09.2024 - 05.2025

- Led end-to-end product design, achieving 9.6x user growth and 10x ARR increase.
- Designed a mobile and web portal for elderly medication adherence with 80% user preference.
- Improved accessibility through workshops and A/B testing, raising SUS score by 40%.
- Delivered MVP with 4.6/5 satisfaction through design tokens and Jira for cross-team collaboration.

UI/UX Design Intern | Urban Furnished | New York, US

05.2024 - 08.2024

- Led booking flow redesign, simplifying decisions and increasing conversion rate by 30%-40%.
 - Collaborated with SEO and marketing teams, raising organic traffic share from 30% to 50%.
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EDUCATION:

Cornell University | M.S. Human Centered Design | Minor in Information Science | GPA: 3.8 | 2023 - 2025

Pratt Institute | B.F.A. Interior Design | Minor in Media Studies and Art History | GPA: 3.7 | 2019 - 2023

Publication:

Acadia 2024 Conference | Design and Usability Assessment of VitaTable: Enhancing Conference and Daily Engagement in Older Adults with MCI

SIGRADI 2024 Conference | Flashswing: A Kinect-Based Body Motion-Control Game Interaction In Student Commons

Skills:

Design: Design Thinking | User Flows | Information Architecture | Wireframe | Low and High-fidelity Prototyping | Design System | Data Visualization | Responsive Design

Software: Figma | Adobe Suite | ProtoPie | Microsoft Office | Touch Designer | Unity

Research: User Interviews | Questionnaire | Survey | Usability Testing | Competitive Analysis | User Persona | User Journey Map | Qualitative and Quantitative Research | A/B Testing | Heuristic Evaluation