

Ya (Silvia) ZHANG

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Summary

Senior Product Designer with 8+ years of experience specializing in complex **FinTech** and **Autonomous Driving** enterprise platforms. Proven track record of leading end-to-end design for data-heavy B2B systems, from information architecture to high-fidelity prototyping. Adept at cross-functional collaboration to deliver scalable, user-centered solutions for top-tier global clients.

Experience

Senior Product Designer

UISEE (Pre-IPO Unicorn)

Shanghai, China

Sep. 2021 – Nov. 2025

- **Client Platforms & Front-line Research:** Managed the full design lifecycle for mission-critical logistics systems at global hubs such as HKIA, focusing on the seamless coordination of **autonomous fleets**. Conducted field research across multiple sites to translate complex constraints into validated operating system designs and HMI solutions, enabling safe, real-time user-fleet interaction.
- **UCOMP Remote O&M Platform (0-1 Inception):** Spearheaded the foundational architecture for the company's first centralized monitoring platform from the ground up. Optimized information density and visual hierarchy within telemetry dashboards to empower operators with rapid situational awareness, resulting in reduced maintenance costs for a 200-vehicle fleet, earning the CAICT Standard Award.
- **Design Systems & Standardization:** Leveraged the synergy between Figma and AI Copilot tools to architect and iterate the corporate Design System, automating the maintenance of design specifications and tokens. Standardized User Flows through AI-driven workflows to ensure seamless UX consistency across diverse product lines.

UI Designer

Airwaller (Fintech Unicorn)

Shanghai, China

Nov. 2018 – Mar. 2020

- **Transaction Monitoring System:** Directed the design of the transaction monitoring system, optimizing interaction paradigms for analysts to derive insights from dense datasets while ensuring regulatory compliance.
- **End-to-End Growth Strategy:** Revamped the RMB Inbound transaction flow by translating intricate business requirements into intuitive user journeys. Partnered strategically with Product and Engineering to deliver a high-impact solution that drove **\$220M** in transaction volume within six months.

Senior UI Designer

Wilshire Associates

Suzhou, China

Aug. 2015 – July 2018

- **Omnia Financial Analytics Platform (Full-Cycle Design):** Translated intricate business logic from Product Managers into **high-fidelity HTML interactive prototypes** to validate complex financial workflows for the Omnia web platform. Optimized information architecture and data density to enable professional analysts to derive actionable insights from large-scale datasets efficiently.

Education

Belarusian State University

Master of Management in Financial Management

Minsk, Belarus

Sep. 2020 – June 2021

Wuhan University

Master of Software Engineering

Wuhan, China

Sep. 2013 – June 2015

University of Shanghai for Science and Technology

Bachelor of Management in Public Service

Shanghai, China

Sep. 2009 – June 2013

Technical Skills

Design/Prototyping Tools: Figma, Claude Code, Sketch, Adobe Creative Cloud, C4D, HTML/CSS

Design: User Research, Rapid Prototyping, Wireframing, Storyboarding, Visual Storytelling, Journey Mapping

Research: Usability Testing, Contextual Inquiry, Comparative Analysis, Statistical Analysis