

Hongjing Zhu

UX Designer | iriszhuhongjing@gmail.com | hongjingzhu.com | [linkedin](https://www.linkedin.com/in/hongjingzhu) | +1 (236)-965-5157

HIGHLIGHT

- UX-driven strategist with 5+ years of global experience translating mixed-method user research into actionable product improvements and content decisions across large-scale tech products.
- Experienced in analyzing behavioral datasets to uncover user patterns and decision barriers, driving experience improvements and growth strategies, including a 30%+ conversion lift at a major tech company in China.
- Skilled in transforming research and product data into clear, insight-driven dashboards using Python, Excel, Google Analytics, and BI tools to support faster UX and product decision-making.
- Strong cross-functional communicator with a user-centered, systems-thinking approach, aligning product, design, and engineering teams through clear storytelling, insight synthesis, and collaborative problem-solving.

SKILLS

Design: Wire-framing, Information Architecture, Design Systems, Prototyping, Design Systems, Responsive Design UI, Graphic Design, Illustration, Accessibility

Research: Qualitative & Quantitate User Research, Usability testing A/B, Surveys, Interviews),, Heuristic Analysis, User Interviews, Personas , Affinity Mapping, Journey Mapping, Competitive Analysis

Data Analysis: A/B Testing, Statistical Analysis, Regression Analysis, Data Visualization

Tools & Language: Figma, Adobe Creative Suite, Keynote, Slack, Python, SQL, Google Analytics, Excel

EXPERIENCE

WONDERSHARE TECHNOLOGY

Vancouver, BC

Digital Marketing Specialist

Jun 2022 – Jun 2025

- Conducted 70+ UX research studies, including surveys and usability tests, to uncover influencer workflow pain points, directly informing two Filmora 14 feature developments (AI Color Palette & AI Planar Tracking) and obtained over 4K new users from marketing channels.
- Analyzed behavioral data from 1M+ global users to identify growth opportunities and issues, developing BI dashboards and presenting insights that shaped product refinement, improving DAU performance by 45%.
- Supported data-driven go-to-market strategy for Filmora 14 by refining marketing performance data, creating launch content, and collaborating with media partners, contributing to two major product releases and a 27% YoY revenue increase.

BAIDU

Shenzhen, China

Marketing Product Manager

Feb 2021 – Mar 2022

- Designed and tested ad and in-app content that reduced user acquisition cost to under \$0.01 while attracting high-intent new users from targeted marketing channels.
- Collaborated with product managers and engineers to develop and optimize the Content Tab for a mental health app, increasing conversion rates by 33% within three months through iterative UX improvements.
- Analyzed user behavior and acquisition data to refine audience targeting and partner with niche influencers, increasing average engagement time by 120 seconds per user and improving overall retention quality.

FANTUAN DELIVERY

Toronto, ON

Marketing Associate

Jul 2020 – Jan 2021

- Conducted competitive research and user segmentation to refine text/email marketing strategies, contributing to regional revenue growth that nearly doubled.
- Partnered with government-led food festival campaigns as Fantuan's delivery representative, driving 25K+ new user acquisitions in a single month through targeted outreach and optimized messaging..

EDUCATION

UNIVERSITY OF TORONTO

Toronto, ON

Master of Information Studies (User Experience Design Concentration)

Apr 2027

Relevant Coursework: Exploratory User Research, Usability Assessment: Concepts, Methods and Tools, User Interface Design, UX Leadership and Influence, Information Architecture

UNIVERSITY OF CALIFORNIA, SAN DIEGO

La jolla, CA

Bachelor in Interdisciplinary Computing and the Arts Major

Sep 2014 – Jun 2018

Cumulative GPA: 3.6/4.0 (Honors 2016-2017)

PROJECTS

UNIVERSITY OF TORONTO

Toronto, ON

Design & Research Projects

Sep 2025 – Nov 2025

- Collaborated with a 4-person team to research, design, and prototype an MVP restaurant filter app, using iterative testing to validate core IA and interaction patterns.
- Conducted 16 user interviews to define personas and map the user flow hierarchy and led usability testing sessions to evaluate task efficiency and navigation of mid-fidelity Figma prototypes.
- Synthesized qualitative feedback into actionable design recommendations and presented insights that clarified the core design challenge and guided the next iteration.