Lyra (Minyu) Zong

Product Designer - B2B

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- Experienced in streamlining **complex workflows** and driving coherent, user-centric solutions for **complex, data-rich systems**.
- Passionate about shaping UX visions, experimenting concepts, and delivering automated, AI-integrated experiences.
- With deepened expertise in **information architecture** and **strategic design** through graduate studies at University of Washington.

CORE SKILLS

Product & UX Design

Prototyping (Figma, Miro)
Micro-Interactions
Information Architecture
WCAG Accessibility Standards
Front-End (HTML/CSS, JS)
Visual Design
Data Visualization
Product Analytics
Product Strategy

User Research

Competitive Analysis
Usability Study
A/B Testing
Mixed methods

Agile Delivery

Communication
Project Management
Product Development Lifecycle
Documentation (Confluence, Jira)
Angular/React Frameworks
Stakeholder Management

EDUCATION

University of Washington

MS, Information Management
09/2024 - 08/2025

California College of the Arts

BFA, Human-Computer Interaction
09/2018 - 05/2021

Tongji University

BFA, Animation, incomplete
09/2015 - 01/2017

AWARDS

Figma Figbuild Finalist

Top 3 projects, UW | 2025

Netflix Creative Jam Finalist

Top 20 of 600+ entries | 2020

WORK EXPERIENCES

UX Designer | TVW | Media conduit of Washington state government

05/2025 - Present, Remote, Seattle WA

- Design engaging websites and data-visualizations to increase state civic participation.

Product Designer | TriNet | HR solution provider for compliance, payroll, and benefits

06/2021 - 06/2024, Remote, Dublin CA

Responsible for core HR experiences across platforms; evolved design system, championed scalability & consistency across projects; facilitated critiques and workshops; provided informal mentorship to junior designers.

- Owned UX direction for an automated, multi-step Client Onboarding Experience; drove alignment and clarity on product vision across functions; led research, prototyping, and usability testing with 8 customers with **6.8/7 satisfaction score**.
- Led 8 feature-level designs across Global Workforce Management, supporting compliance-critical, multi-segment **data management** needs with **93% first time success**; scaled solutions internationally; monitored usage metrics to refine interaction logics.
- Conceptualized Customer Support Experience, centralizing client data and streamlining **case management for 2,500+ agents**; identified opportunities from interviews and journey map; test functional prototype, and secured leadership buy-in.
- **Reduced 27% support tickets** by simplifying off-boarding workflows, optimizing navigation, information architecture and UI clarity based on user behavior data.
- Defined interaction model, UI, and edge cases for AI Assistant Experience with accessible and ethical AI patterns; influenced AI capability planning with omni-channel leads.
- Built Employee Engagement Survey Suite from scratch; Delivered mockups, documentations, QA audits, and backlog refinements for deployment; Achieved **38% Beta-to-paid** conversion.

Associate Product Designer | TriNet

01/2021 - 06/2021, Remote, Dublin CA

- Refactored legacy Employee Management & Workforce Analytics experiences through usability and accessibility optimization, leading to a **15% boost in Promoters** (NPS).
- Diagramed omni-channel service maps and interaction flows that support collaboration on **3+ platform-wide initiatives.**

UI/UX Designer | Wonderlabs Studio | Multi-disciplinary design agency

05/2019 - 09/2019, Shanghai

- Delivered UX/UI aligned with brand tonality for clients including Nike, Alibaba, Shiseido, Nio.

Visual Designer | Wallstreetcn.com | Top provider of financial data in China

05/2017 - 09/2018, Shanghai

- Delivered responsive UI and data visualizations for data-dense finance applications.