

Lyra (Minyu) Zong

Product Designer

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Portfolio: minyuz.com

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- Designer with **4 years** of experience shaping **coherent, customer-centric user experiences** across digital platforms.
- Passionate about converting **complex data into actionable insights**, shaping thoughtful and high-impact designs.
- With deepened expertise in **AI Systems** and **Strategic Design** through graduate studies at University of Washington.

CORE SKILLS

Product & UX Design

Prototyping, Micro-Interactions, Information Architecture, User Flows, Wireframes, WCAG Accessibility, Product Strategy, Project Management

User Research

Competitive Analysis, Usability Study, Qualitative/Quantitative methods

Visual Craft

Typography, Color Systems, Layout, Iconography, Visual Storytelling, Web&Mobile UI, Data Visualization

Prototyping

Figma, ProtoPie, Azure, Adobe CC, Miro, Principle, HTML/CSS, JavaScript

Agile Delivery

Confluence, Jira, Angular/React/Vue, Stakeholder Alignment, PDLC, Roadmap Influence, QA coordination

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
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

06/2025 - Present, Remote, Seattle WA

- Design educational web experiences to increase grassroots civic participation.

Product Designer | TriNet | Full-service HR solution provider

07/2021 - 06/2024, Remote, Dublin CA

- Owned UX direction and design for a modular, multi-step Client Onboarding Experience; led user research, design strategy, prototyping, and usability testing with 8 customers; achieved 6.8/7 satisfaction score.
- Led 8 feature-level designs across Global Workforce Management, supporting multi-segment data management needs with 93% first time success; scale solutions internationally; actively monitored usage metrics to refine interaction logic.
- Orchestrated a CX Colleague Platform experience, centralizing data and tasks for 2,500+ support agents. Built a functional prototype, tested internally, secured leadership buy-in.
- Reduced support tickets by 27% by simplifying off-boarding workflows, optimizing navigation flows and UI clarity based on user behavior data insights.
- Defined interaction model & UI for Customer Service AI Agent across platforms; delivered polished design and rationale aligned with long-term vision.
- Built Employee Survey Suite, enabling employee sentiment and engagement tracking. Delivered mockups, documentations, QA audits, and backlog refinements for deployment.
- Facilitated design sprints, critiques, and cross-team workshops; evolved design component libraries to support scalable rollouts and ensure consistency; provide informal mentorship to interns and junior designers.

Associate Product Designer | TriNet

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

- Refactored Reporting & Analytics experiences, leading to a 15% boost in Promoters (NPS).
- Created service maps and omni-channel interaction flows that informed decision-making and supported collaboration in platform-wide initiatives.
- Delivered toolkits (motion, icons, illustration) for rapid feature rollouts.

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

05/2019 - 09/2019, Shanghai, China

- Designed operational UIs for interactive installations and touch-based interfaces.

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

05/2017 - 09/2018, Shanghai, China

- Delivered high-fidelity responsive UI designs for data-dense finance applications.