

# Vivienne Zhang

viviennezhang15@gmail.com | San Francisco, CA | 415.562.8608 | [Portfolio](#) | [Case studies](#)

Multidisciplinary product design leader with 10+ years in B2B SaaS and B2C consumer products across platforms. Strong focus on shaping 0-to-1 product strategy, leading user research and org-wide collaboration, while driving measurable impact in complex systems. Passionate about AI, prototyping, solving challenges through deep user insights, and data-informed decisions. Thrive in fast-paced, ambiguous environments.

## EXPERIENCE

### Lead Product Designer

Nightfall.ai

09/2025 - current, SF Bay Area

- Launched multiple key differentiator features, from AI co-pilot, risk monitoring, to investigation as the sole designer; improved the AI co-pilot initial adoption by 65% in the first quarter, while resulting in a significant lift in the enterprise trials-to-sales pipelines and product market fit.
- Drove GenAI adoption like Claude Code to improve the velocity and quality of design process.
- Led user research and significantly improved the data-informed decision-making and speed to insights.

### Senior Product Designer

Adjust

05/2023 - 10/2024, Berlin

- Led design for iOS Advertising, Privacy, Audiences, and Recommend - the next-generation AI/ML-driven analytics product suite, while mentoring other product designers.
- Owned the entire design for a 0-to-1 AI prediction product from discovery, workshops, service design, to vision and MVP delivery, generating \$20K ARR with selected customers pre-launch.
- Partnered directly with C-level executives to shape AI product vision.
- Led UX collaboration with cross-functional partners from customer success to data science, expanding design system, elevating UX maturity and business impact.

### Senior Product Design Lead

Wayfair

06/2022 - 12/2022, Berlin

- Led design for supplier domain data services, developing next-generation Wayfair Partner Home platform for global SMB and enterprise suppliers.
- Owned end-to-end design from discovery, service design, to deliverables to create scalable admin-facing systems crucial to operational efficiency.
- Collaborated with cross-functional leads on critical customer support projects, resulting in \$63M annual savings and significant NPS lift in 2023.
- Mentored designers across the enterprise and consumer organizations.

### Senior Product Designer

sendner

10/2020 - 04/2022, Berlin

- As the 1st in-house design hire, led the design and evolution of the B2B carrier platform from private beta across web and mobile apps for the European logistics unicorn; defined product strategy with cross-functional leads; boosted core metrics, including shortening a payment conversion funnel duration by 95%.
- Built user research and research operations from the ground up, uncovering insights that shaped the roadmap while driving a data-informed culture.
- Led a small team of designers and engineers to design, prioritize, and implement a new customer-facing design system, completing its MVP 1 month ahead of schedule.
- Hired, onboarded, and mentored product designers and the company's first user researcher, restructuring UX team rituals to foster collaboration and continuous improvement.
- Collaborated closely with cross-functional leads in product, operations, data, and engineering.

### Product Designer

Clincase

07/2019 - 09/2020, Berlin

- 2nd design hire and re-designed a B2B clinical trial platform to improve data quality, efficiency, and compliance.
- Conducted the first company-wide user research to inform redesign decisions, product vision, and roadmap.
- Established a design system coherent with a new brand, defining implementation strategy and documentation.

### Product Designer

Visbit

07/2018 - 05/2019, SF Bay Area

- Solo designer for a B2B VR content distribution IoT platform across web, tablets, and virtual reality headsets.
- Created a new iOS app on tablets, expanded product offerings, and collaborated with the C-suite.
- Maintained and evolved a multi-platform design system; managed a design intern.

### Product Designer

Plexchat

06/2016 - 06/2018, SF Bay Area

- 2nd design hire for a mobile B2C gaming messaging app and a web-based B2B game developer SaaS tool.
- Led design for core features from private beta to public launch.
- Contributed to product decisions through user research and product analytics.
- Created and evolved a cross-platform design system and designed marketing websites.
- Collaborated closely with product, operations, analysts, and engineers.
- Managed partnerships with external creative agencies.

### UX/UI Designer

Got It AI, Metaio

11/2014 - 05/2016, SF Bay Area

- Early career focusing on consumer B2C experiences across platforms in small early-stage startups.
- Designed core features for a two-sided B2C tutoring app connecting tutors and students live on mobile and web with an agile team of product, engineering, operations, and data; focused on conversational UI at Got It AI.
- Evaluated and iterated design continuously through product metric analytics.
- Conducted qualitative and quantitative user research, including competitive analysis, surveys, interviews, and usability testing.
- Designed augmented reality apps for iOS and Android, serving Fortune 500 clients at Metaio.

## SKILLS

Claude Code, Cursor, Figma, Adobe, HTML/CSS, JavaScript

## EDUCATION

Master of Architecture

Bachelor of Architecture

University of Oregon, USA  
Wuhan University of Technology, China