# Ran Zhuo

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## eBay
05.2021 – Present

**Sr. UX Designer (Contract)**
Leading the design projects for end to end buying experience, including pre-transaction (Foreign exchange checkout, Bundle offer/Counteroffer, Buy It Now) and post-transaction (Order details, Invoice)

· Lead designer for Buyer Foreign Exchange checkout from 0 to 1. Enhanced international buying experience by providing flexible currency conversion in an E2E shopping journey and post-transaction. Integrated FX with third-party payments, including PayPal, Apple Pay, Google Pay, etc. With this launch (1) led to a 65% adoption rate overall globally (12 sites) and (2) incremental +$40M in revenue (~$107M in iGMB) in 2022.

· Redesigned View Order Details (10.5m views every day) across Desktop and Mobile web platforms. This project improved all the touch-points for post-transaction (buy again, shipment tracking, returns, contact seller, seller feedbacks, etc.) With this launch, the user satisfaction score increased by ~57%.

· Lead designer for the Bundle Offer project. It will simplify the purchase flow for products that can be bundled with other products by the customer. Working closely with PMs to define omnichannel strategies.

## TripAdvisor
06.2019 – 12.2019

**UX/UI Designer Coop**

· Worked extremely closely with PMs, designers, and engineers across TripAdvisor Membership team to design a hard gate that prompts users to use native app or sign up when browsing, which was launched and projected to increase ~10M new app installs each year.

· Designed motion graphs to educate users on how to use "save" feature which led to +6% item saves.

· Conducted user research and redesigned TripAdvisor's tab bar usage on desktop platform.

· Led design sprints and research progress for "Itinerary": A personal capstone project that provides personalized and intelligent trip planning experience for users.

## Microsoft Research Asia
06.2016 – 08.2016

**UX Designer Intern**

· Revamping search experience for Microsoft Research Asia News Center; collaborated closely with PMs and engineers.

· Delivered flows and mockups on responsive website—leveraged the quantitative data and user research (surveys and interviews) to inform the design.

## Cessna Aircraft Company
01.2016 – 02.2016

**Design Researcher**

· Explored conceptual narrative user profiles, performance requirements, and environmental conditions for the Cessna aircraft; and provided insights into physical and sociological needs to improve the experience of flight.

## Bentley University
2018 - 2020

**M.S. in Human Factors & Information Design**
Courses taken: Foundations in Human Factors, Advanced Interface Design, Information Architecture, Visualizing Information, Field Methods in HCI, Testing & Assessment Programs, Prototyping, Business Process Management, User Experience Leadership and Management

## Rhode Island School of Design
2015 - 2017

**M.F.A. in Digital + Media**

**High Distinction, RISD Scholarship**

## Beijing Institute of Graphic Communication
2009 - 2013

**B.M. in Digital Media**

Outstanding Graduate

Storyboard · Wire framing · Persona · Information Architecture · User Journey Map · Agile Development · Lean UX Motion Graphic · Animation · Usability Testing · A/B Testing | Figma · Sketch · Adobe Suite · InVision · Framer · Whimsical · Principle · JIRA · HTML/CSS · Javascript · jQuery Bootstrap