BEIBEI ZHANG

San Francisco | 415-309-6496 | beibeizhang1122@gmail.com | www.beibeidesign.com

With over 15 years of design experience, I have delivered impactful products, including Tencent Qzone with 721M active users, and led the successful transition of Walmart's Spark Driver platform, earning the "Making A Difference Award." At Tencent, I managed an 8-member team, developed cross-product design systems, and received two "Excellence Staff" awards. My work reflects a strong entrepreneurial mindset, and a passion for aligning user satisfaction with business success through design.

PROFESSIONAL EXPERIENCE

Walmart Global Tech / Sunnyvale, Dec. 2019 – Present
Staff Product Designer
I had the privilege of contributing to the strategic vision for projects and product development, earning the Marking A Difference Award for outstanding contributions.

- Collaborated with the team to deliver forward-thinking design solutions, providing merchants with customized pickup and delivery services while driving the growth of the company's product ecosystem.
- Designed and implemented scalable solutions to enhance last-mile delivery efficiency and flexibility while ensuring a driver-friendly app experience.

Tooride Inc. / San Francisco, Feb. 2015 – Dec. 2020
Entrepreneur, CPO & Principal Product Designer
As an entrepreneur, defined the company's vision and led the 0-1 execution, turning concepts into fully operational products and services.

Booster / San Mateo, May. 2017 – May. 2019
Principal UI/UX Designer
I closely tracked the product's performance data and actively drove the formulation of product strategies and the development of key features.
4.9 score, 5.23k Ratings at App Store

Cheetah Mobile / San Francisco, Oct. 2013 – Jan. 2015
Senior Product UX Designer in Clean Master team
Translated user research insights into actionable strategies to optimize, refine, and position the product effectively.
740 million app downloads worldwide

Tencent Technology / Shenzhen, China Jul 2007 – Aug 2011
Senior Product UI Designer in Customer Research & User Experience Design Center.
As the Principal UI Designer for these five products, I guided a team of eight UI designers in delivering annual design proposals, iterative improvements, and launch support for each product.

- Principal UI designer of Tencent **Social networks website Qzone** / 721M active users.
- Principal UI designer of Tencent **Music for iPhone** / #4 in Apple Names top free for 2011 China.
- Principal UI designer of Tencent **Music for Desktop** / 100M simultaneous online users.
- Principal UI designer of Tencent **Live for Desktop** / 122.9M weekly active users.
- Principal UI designer of **QQ Link for iPhone (Game)** / #1 download in iTunes Store (China area)

Additional responsibilities:

- Created cross-product SNS design guidelines to ensure a consistent design experience across Tencent's social media products.
- Developed and taught Mobile Design and Social Media Design Practice courses within Tencent.
- Received two "Excellence Staff" awards for design contributions.
- Authored the chapter "Design is Communication" for the book "Around You, Design for You", published by Tencent

SKILLS

Design
User Research, Wire-framing, Prototyping, Usability Testing
Interaction Design, UI/UX Design, Visual Design, Animation
Design Systems, Style Guides, Cross-Device Design

Software
Figma, Adobe Creative Suite, Sketch, Keynote, iWork

Languages
English, Mandarin Chinese

EDUCATION

China Academy of Art
Sep 2003 – Jul 2007
B.A. in Art, Graphic Design. Excellent Graduate of Zhejiang Province.

COLLEAGUES' INSIGHTS

" I relied on her experience, and her leadership in charting a path for products used by millions, bringing in billions, within a product organization filled with feedback for miles. In particular Beibei keeps her cool in the face of very complex, and convoluted work streams, methodically distilling the root cause, and focusing her efforts, and her attention there." — Direct manager. Walmart.

"Beibei is a holistic thinker who swiftly adapts to evolving product requirements. Her UX expertise, creative problem-solving, and proactive questioning—always asking 'why?'—make her an invaluable asset to any product team." —Senior Product Manager. Walmart.

For additional recommendations, visit LinkedIn Recommendations.