

# ZHENQI CAI

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## SUMMARY

Senior Product Designer (7+ yrs) specializing in complex, system-driven products across Amazon, SAP, IBM, and startups. I design system behavior, translating complex logic into clear, actionable experiences, and partner with cross-functional leaders to shape product direction, ensuring design drives both user value and business impact.

## EXPERIENCE

**Amazon · UX Designer II** *New York, NY · Nov 2022 – May 2026*

### **GPSR Compliance System**

- Designed a scalable compliance system powering 100M+ product pages, driving a 67% user preference in A/B testing
- Identified a critical gap in user understanding (2.3/5) and reframed the problem from visibility to comprehension, influencing reusable patterns across similar experiences

### **Seller Qualification System**

- Identified sequential enforcement architecture as the root cause of user drop-offs, reframing the problem from UI fixes to system design
- Led cross-functional alignment and drove a system redesign to a parallel qualification model, improving completion by ~20% and reducing onboarding time from ~30 days to 5 days

**Stonk Tech · Founding Product & Brand Designer** *Remote · Apr 2022 – Nov 2022*

- Designed a 0→1 fintech product experience, translating complex financial value propositions into clear, trust-building user journeys
- Defined a cohesive product and brand system, enabling scalable experiences across product and go-to-market surfaces

**Weee! · Product Designer** *Fremont, CA · Sep 2021 – Mar 2022*

- Designed a 0→1 delivery experience, simplifying complex logistics into intuitive, decision-oriented flows
- Reduced checkout friction, improving conversion and purchase completion (5/5 usability score)

**SAP · UX Designer, Design System** *Palo Alto, CA · Jan 2020 – Sep 2021*

- Expanded SAP Fiori for iOS by defining reusable components, improving cross-platform consistency and developer adoption
- Contributed to scalable design system architecture across a large enterprise ecosystem

**IBM · UX Designer** *San Jose, CA · Sep 2018 – Aug 2019*

- Reframed an AI compliance tool into a system that enables users to reason about complex relationships, shifting the product from reporting to decision-making
- Designed a relational visualization system to make system behavior traceable, enabling users to interpret impact and build trust in AI-generated outputs

**Tetrate · Founding Product & Brand Designer (Contract)** *San Francisco, CA · Jun 2018 – Aug 2018*

- Defined product narrative and visual system for a cloud platform, supporting Series B growth and investor positioning

## EDUCATION

M.S. Human Factors & Ergonomics (HCI Track) · San Jose State University  
B.Eng. Electronic Science & Technology · Harbin Institute of Technology

## SKILLS

Product Strategy · Complex Systems Design · Interaction Design · System Behavior Design · Decision-Making Under Constraints · AI-Assisted Design · Prototyping (Figma, React) · Design Systems · Usability Testing