

ZHENQI CAI

<http://zhenqicai.com/> (PW: 123123)

CONTACT

+1(669)243-5784
zhenqicai0603@gmail.com
Austin, TX

EDUCATION

M.S. in Human Factors & Ergonomics
San Jose State University
Aug 2017 - Dec 2020
B.Eng. in Electronic Science & Technology
Harbin Institute of Technology
Sep 2009 - Jul 2013

SKILLS & CAPABILITIES

Expertise

Product Strategy · User Research
Interaction Design · Design Systems
Prototyping · Cross-functional Collaboration

Tools

Figma · FigJam · Framer · Illustrator
Photoshop · After Effects

Technical Fluency

HTML/CSS/JS · Design-engineering handoff
(tokens · responsive layouts · variables)

WORK EXPERIENCE

Amazon, NYC

UX Designer II/Nov 2022 - Present

- GPSR Compliance Widget
Designed and launched a compliance widget for 100M+ product pages to meet EU safety regulations.
 - 67% of users preferred the new widget in A/B testing; design adopted as a global pattern.
 - Revealed low perceived image relevance (2.33/5), driving cross-team UX improvements.
- Seller Qualification UX Workshop
Led a 2-day vision workshop generating 18 goals, 47 HMWs, 48 concepts across 4 themes.
 - Outcomes informed 2025 roadmap; workshop rated 4.8/5 by stakeholders.

Stonk Tech, remote

Founding Product & Brand Designer/Apr 2022 - Nov, 2022

- Created the brand's visual language from scratch (logo, color, typography), along with a style guide and design system aligned with the product's mission, vision, and voice.
- Designed and launched a consistent, responsive landing page that boosted early sign-ups and investor interest.

Weee!, Fremont

Product Designer/Sep 2021 - Mar 2022

- Led the end-to-end design of RTG on-demand delivery flows — from concept to launch — delivering a 5/5 learnability score in testing and a 13.9% uplift in weekly GMV(Gross Merchandise Volume) post-release.

SAP, Palo Alto

UX Design Intern/Jan 2020 - Sep 2021

- Expanded SAP Fiori for iOS design system with new reusable components, streamlining developer adoption through clear guidelines and stencil updates, and improving cross-platform consistency and efficiency.

IBM, San Jose

UX Design Intern/Sep 2018 - Aug 2019

- Designed and launched a regulatory accelerator tool, transforming a proof-of-concept demo into a fully-fledged AI/ML experience that improved user trust and strengthened data visualization scalability, flexibility, and affordance.
- The design process was informed by user research, IBM Enterprise Design Thinking, and iterative testing with stakeholders and developers.

Tetrade, San Francisco

Founding Product & Brand Designer/Jun 2018 - Aug 2018

- Led end-to-end product design for an early-stage cloud service management tool by creating personas, journey maps, flow maps, and a conceptual model to define the product vision.
- Developed a unique brand identity in a competitive space by building brand style guides, branding kits, and a matched UI design system, ensuring consistency across product and marketing touchpoints.