

EFFY WEI ZHENG

UX DESIGNER & PRODUCT CATEGORY LEAD



269-281-6165



effyzheng.design@gmail.com



effyzheng.com

WORK EXPERIENCE

Whirlpool Corporation

UX DESIGNER & CATEGORY PROJECT LEAD

2020 - 2025

Comprehensive UX Design Execution

- Managed the end-to-end design process from strategy to market launch for both physical and digital products.
- Played as laundry category UX lead to manage all the project for North America and Europe. Collaborated with stakeholders to apply optimal UX practices, leading to a 30% reduction in service calls post-launch.

Internal Organizational Impact

- Mentored junior designers globally.
- Organized virtual workshops for over 40 designers to enhance team communication and efficiency.
- Assisted in onboarding presentations for the executive and management teams to ensure smooth transitions.

External Design Influence

- Led workshops to set UX standards for cross-platform interactions.
- Onboarded new partners, sharing product knowledge and best practices.
- Established the AI product usage policy within the design organization.

ASSOCIATE UX DESIGNER & RESEARCHER

2016 - 2019

- In charge of the product design deliverables: Strategic Documentation, HMI Design, Behavior Specification, User Research Report, Led the product UX team in creating comprehensive design handoff and tracking documents.
- Collaborated with cross-functional partners, including Product Managers, Marketing teams, Engineers, and Designers, to ensure seamless product delivery from start to finish.
- Assisted the Lead Designer and Manager with strategic initiatives; together, we defined the UX parameters for cross-functional teams to evaluate products with the user experience in focus.

ACHIEVEMENTS

Design Patent Owner Red Dot Design Award

TOOLS

Figma, Adobe CC, Proto.io, Midjourney, Gemini/Nano Banana, Runway, Dscout, UserTesting, Qualtrics, Jira, Confluence, Canva, Google workspace

EDUCATION

College for Creative Studies

2013 - 2016

MFA of Integrated Design

Detroit, MI. USA

Beijing Institute of Technology

2008 - 2012

BFA of Industrial Design

Beijing, China

SKILLS

UX Strategy

User Persona - Storyboard - High/Low Fidelity Prototype - Concept Sketches - Video Editing - Design Principle, Pattern Creation

Design

Project Management - Physical & Digital HMI Design - Wireframes & Mockups - Behavior Specification - User Flow - Design System - Motion design with Principles & After Effects - Style Guides & Pattern Library

Research

Stakeholder Management - Mixed methods Research Design - Recruiting - Virtual User Testing - Ergonomic Evaluation - Research Reportout

Collabration & Leadership

Workshop Facilitation - Design Critique Organization - Process Improvement - Executive Presentation