Cecilia Zhang

UX Designer

zq_cecilia_810@hotmail.com

ceciliazhang.com

Kellyville, Sydney

0420 465 243

Summary

Data-driven UX/Product Designer with a track record of solving complex business problems through elegant, user-centred design. Experienced in end-to-end product design—from discovery to delivery—across consumer, B2B, and enterprise platforms. Adept in cross-functional collaboration, research synthesis, and scalable design systems.

Skills & Platform

- Figma
- Figjam
- Axure
- Askable
- Native App
- Web App
- Website
- Dashboard

Employment

2022 – Present **Lead UX Designer at Superloop** — Barangaroo

A challenger telco brand undergoing digital transformation.

- Led UX strategy and execution for the rebranded Superloop website and native app, including end-to-end experience across purchase flow, onboarding, and account management.
- Designed and implemented a scalable design system, ensuring visual and functional consistency across platforms.
- Conducted customer research, journey mapping, usability testing, and competitor analysis to inform and validate design decisions.

2021 – 2022 **Senior Product Designer at Optus** — Macquarie Park

- Spearheaded redesign of My Account dashboard, navigations, payment methods, and settings flows, leading to improved usability and accessibility scores.
- Used mixed-methods research: user interviews, usability testing, and analytics to iterate designs and validate direction.

2020 – 2021 **CX & Product Designer at Bailey Nelson** — Surry Hills

- Designed and launched the Point of Sale Web App for in-store optical services, streamlining appointment booking, eye testing, dispensing, and insurance claims.
- Mapped the end-to-end customer journey, aligning digital flows with in-store service for a seamless multi-channel experience.

2017 – 2020 UI/UX Designer at Canon Australia — Macquarie Park

- Built Canon's design system from scratch, supporting brand consistency across regions.
- Launched "Print Assist" to enable self-service support, improving online help adoption.

2021 – 2022 Digital Designer at UNSW — Sydney

- Delivered animated banners using Google Web Designer for marketing campaigns.

2016 – 2017 Lead Visual Designer at Blngkiss — Sydney

- Designed and developed an e-commerce site; led branding and marketing visuals.

2013 – 2016 Founder & Designer at Linkmore Design Agency — Sydney

- Ran a boutique agency offering UX, branding, packaging, and web design to small businesses.

Education

2022 UX Certificate:1052789 Nielsen Norman Group

2019 UX Design Immersive Course General Assembly Sydney

2017 Certificate of Completion - Web Development: Essentials with HTML, CSS and JavaScript The University of Sydney

2013 Certificate IV of Graphic Design Shillington College Sydney

2012 Bachelor of Tourism Management Bachelor of Hospitality Victoria University

References

Details available upon request