

PRODUCT DESIGNER

Zach Cheung

I'm a Product Designer with 9 years of experience in a diverse set of industries.

My recent work at Turo helped guests in booking amazing cars for their trips, redefining the search experience, and increasing conversion/revenue for hosts and Turo.

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EXPERIENCE

- Mar 2021 – Feb 2022 San Francisco, CA
Senior Product Designer • Turo Inc.
 - Led the largest redesign initiative for the guest search experience in recent years.
 - Helped reward hosts who accept inconvenient and last-minute bookings with more revenue from boost pricing. 84% of same-day bookings had boost pricing applied.
 - Defined interaction design standards with design and engineering teams.
 - Increased guest retention and reduced CS costs by redesigning the rebooking flow.
- Jun 2020 – Mar 2021 San Francisco, CA
Senior Product Designer • TaskRabbit Inc.
 - Improved onboarding experience for Taskers to improve conversion to their first job.
 - Supported efforts in international expansion and conducted research to help validate needs for Taskers.
- Apr 2019 – Mar 2020 San Francisco, CA
Senior Product Designer • Turo Inc.
 - Increased booking conversion by 1.8% by simplifying checkout experience, while reducing hosts cancellations by 1.9%.
 - Championed an initiative to redesign a product-wide 5-star rating system – to help guests find safer and quality cars to book.
 - Partnered with leadership in defining efficient processes among designers and cross-functional peers.
- May 2017 – Mar 2019 Mountain View, CA
Senior UX Designer • Glooko Inc.
 - Redesigned Glooko and Diasend web products – simplifying the experience and reducing maintenance of two similar products.
 - Led efforts on defining a design system for Glooko to increase the efficiency for deliverables and standards.
- Jan 2015 – Mar 2017 San Mateo, CA
UX Designer • Cyence Inc.
 - Designed the first 0-1 product as the founding designer.
 - Conducted user research with user testing and customer interviews.
- Jan 2014 – Jan 2015 Palo Alto, CA
UX Designer • SAP Labs LLC
- Jun 2013 – Jan 2014 San Jose, CA
UX Intern • IBM Silicon Valley Labs

SKILLS

Design

Figma

Photoshop/Illustrator

Flinto/Principle/InVision

HTML5/CSS3

Brainstorming

Task/user flows

Storyboarding

Wireframing

Hi-fidelity mockups

Research

Surveys

User Interviews

Usability Testing

Personas

Heuristic Review

User Journey

EDUCATION

Dec 2014

MS, Human Factors

San Jose State University

May 2011

BS, Management Info Systems

San Jose State University