

# WENJING ZHANG

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## SERVICE DESIGNER

An innovative and dynamic Service Designer who transforms customer experiences through research, workshops, visualization, and storytelling. Problem-solver who loves hands on work, exceling in connecting dots and delivering creative solutions.

Portfolio Website: <https://www.wenjingzhang.com/>

## KEY SKILLS

**Competencies:** User Research, Market Analysis, Evaluation Research, Mixed Method Research, Card Sorting, Customer Journey Map, Service Blueprint, Persona, Storytelling, Storyboarding, Concept Visualization, Workshop Facilitation, UX, UI, Wireframing, Data Visualization, Prototyping, Usability Test, Video Editing, Java

**Technologies:** Figma, Sketch, Lucid, Miro, Mural, Wix, Webflow, Canva, Microsoft 563 Suite, Adobe Suite, Zoom, Jira

## PROFESSIONAL EXPERIENCE

Service Designer   eBay	Jul 2022 – Feb 2024
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- Optimized eBay GCX's customer service operations, increasing user satisfaction, and support across global markets.
- Uplifted customer satisfaction by 10% and increased sales by 2% by improving the CX for luxury watch enthusiasts, leveraging voice of customer, market analysis and interview insights from customer service agents.
- Achieved \$12M in annualized sales and a 20% reduction in luxury item fulfillment times by working closely with teams to develop the service recovery and customer support journey for eBay Japan's authentication facility launch.
- Elevated customer satisfaction by 6% and reduced inquiry volumes by 8% by overhauling the international shipping customer experience by analysis customer contact and customer journeys.
- Improved the design team's capabilities by leading Figma training workshops and developing FigJam templates, and enriched service design understanding by hosting guest speaker and making team core value video at team events.
- Coordinated 6 engaging events for the eBay Asian community and led volunteer recruitment and management for eBay's World Clean-up Day, demonstrating significant community engagement and leadership.

UX Strategist   WithU Therapy Platform	Jan 2022 – May 2022
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- Boosted new customer acquisition by 120% by revamping the online platform's user interface for a startup in China.
- Collaborated with company founders, therapists, and patients in workshops to establish goals and long-term vision.
- Analyzed data from questionnaires, interviews, and focus group and translated insights into actionable items.
- Refined customer onboarding through journey mapping, redesigning the user interface, and conducting usability test.
- Created customer service support materials such as FAQs and communication guidelines for support agents.

Service Designer   Intuit	Jun 2021 – Sep 2021
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- Developed the AI strategy for the One Intuit platform, integrating Mint, QuickBooks, and Turbo Tax in partnership with a cross-functional team of engineers and designers.
- Conducted workshops with 100+ employees to document and analyze existing user flows across various products.
- Enhanced the One Intuit platform in an extensive 3-week research period, including interviews and insight synthesis.
- Crafted customer stories for the future vision of the One Intuit platform through collaborative storytelling sessions.
- Devised and demonstrated 3 Figma based clickable prototypes, illustrating the potential of the One Intuit digital platform to 300+ employees, which facilitated priority setting in development tasks.
- Produced a suite of Figma design assets, such as icons, wireframes, templates, and a design system.

## EDUCATION

**Master of Fina Arts (MFA) in Service Design** | Savannah College of Art and Design | Sep 2019 – Jun 2022

**Bachelor of Arts (BA) in Product Design** | Zhejiang University | Sep 2015 – Jun 2019