

# Jade Zhao

Not just a designer, but  
also a thought partner

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## Education

M.HCI + Design  
University of Washington

M.Architecture (Full Fellowship)  
Washington University in St. Louis

AR&VR Visual Design Program  
XR Terra

## I'm good at

Product thinking  
eCommerce  
Calling experience  
Mobile design  
Consumer product

## I'm passionate about

Qual/Quant research  
Motion design  
AR/VR

## My Toolbox

2D: Figma / Sketch / Adobe Suite  
Prototype: Protopie  
3D: Rhino / Unity / Blender  
Render: Vray / Cinema 4D  
Motion: After Effect / Premiere  
Fab: Lasercut / CNC / 3D printing

## Work

### 2022 Product Designer

Meta • Messenger/IG Calling

- Own the design of utility and growth features for Messenger Calling experience which empowered 1.3B+ active users. Helped to increase 1% DAU in the tests
- Navigated ambiguity and unlocked big bet solutions for the team, which gained leadership visibility and were prioritized on the roadmap
- Helped sister team(IG) to design and built a dual camera experience in calling
- Ran research with XFNs in Thailand to understand users in emerging markets
- Mentored fellow designers in high fidelity prototyping on Protopie
- Mentored the XFN interns to help them understand how to work with design

### 2020 - 2021 Senior Product Designer

Best Buy • Retail App experience

- Owned, designed and built solutions to help customers browse and find products they like
- Key designer in multiple XFN enterprise initiatives, including BlackFriday strategy, demystifying technology, etc
- Facilitated enterprise-wide customer behavior study
- Held and organized bi-weekly design critique with direct teams

### 2019 - 2020 Product Designer

Yirental • House rental startup

- Initiated and owned the design system V1 for the product
- Owned and designed responsible website for long-term rental services
- Led the design of roommate finding feature which helped us increase 1% daily active users

### 2016 - 2019 Architectural Designer

Perkins Will • Global building design practice

- Involved into full project life cycle from ideation to construction, works including providing concept sketching, schematic design and construction documentation
- Provided service for diverse clients cross industries, including UW, Aramco, Swedish Healthcare, Seattle Genetics, etc