

Haizhen Sun

UX/Product Designer

ABOUT

UX/Product Designer with experience creating complex B2B and B2C products across fintech, enterprise systems, AI applications, e-commerce, hospitality, and social-impact platforms. Skilled in 0-to-1 product design, information architecture, interaction design, workflow optimization, UX research, accessibility, and visual communication. Experienced in translating business requirements into intuitive digital experiences and partnering with clients, QA teams, engineers, and cross-functional stakeholders from concept through implementation.

CONTACT

 (425) 362 5989

 sunhaizhen81@gmail.com

 1823 Terry Ave Seattle WA 98101

 LinkedIn:
www.linkedin.com/in/haizhensun

Product & UX :

- UX Design
- Product Design
- Interaction Design
- User Flows
- Wireframing
- Prototyping
- Design Systems
- Accessibility Design
- Information Architecture
- UX Research
- B2B / B2C Product Design
- 0-to-1 Product Design
- FinTech
- Enterprise

Tools :

- Figma
- Adobe Creative Suite
- Webflow
- Wix
- WordPress
- Sketch

Collaboration :

- Cross-functional Collaboration
- Storytelling
- Presentation
- Workshop Facilitation
- Communication Strategy

EDUCATION

2024 - 2026

Seattle,
United States

University of Washington

Master's Degree in Content Strategy & UX (GPA: 3.79/4.00)

2022 - 2024

Kirkland,
United States

Lake Washington Institute of Technology

Second Language Learning: Sign Language, Technical Writing, Public Speaking, Interpersonal Communication, Academic English Writing, History, Literature. (GPA: 3.92/4.00)

2013 - 2017

Dalian, China

Dalian University of Foreign Languages

Bachelor's Degree in Visual Communication Design (GPA: 3.73/4.00)

WORK EXPERIENCE

2020 - 2022

Shenzhen, China

Shenzhen TD Cloud Co., Ltd

UI/UX Designer

Zhongguo Remittance - Flagship 0-to-1 FinTech Product

- Served as the sole Product Designer for a cross-border remittance platform spanning B2B Web, B2C Web, and B2C Mobile App, owning the experience from early requirements through developer handoff.
- Used Sketch to create the product's information architecture, user flows, wireframes, interactive prototypes, and high-fidelity UI for onboarding, KYC verification, beneficiary management, transaction processing, approvals, payments, and account management.
- Designed 260+ production-ready screens and structured complex interfaces containing tables, filters, dashboards, multi-step applications, permissions, and financial transaction workflows.
- Reduced onboarding from 8 steps to 4 and improved task-completion efficiency by 60% by simplifying application logic, reorganizing information, and removing unnecessary interactions.
- Led requirement discussions with clients and business stakeholders, translated operational and compliance needs into product solutions, and refined flows based on feedback throughout the project.
- Partnered with QA to review testing results and resolve usability issues, then delivered annotated specifications and assets while collaborating with 5+ frontend engineers to support accurate implementation.

Additional Product Portfolio

Resorts World Sentosa: Designed new customer-facing web features and optimized selected journeys in Sketch, using visual hierarchy, responsive layouts, and navigation improvements to support a clearer resort discovery and booking experience.

McDelivery Backend Management System: Reworked operational user flows, information architecture, and high-fidelity interfaces for internal restaurant-management tasks; coordinated with QA and frontend teams to validate interactions and prepare implementation-ready designs.

SCash MOS Merchant: Contributed to the 0-to-1 product design of a merchant ordering platform, creating dashboard structures, ordering flows, and business-management interfaces that balanced usability with operational requirements.

Stock Take System: Designed a 0-to-1 warehouse inventory-management system in Sketch, mapping stock tracking, inventory movement, reporting, and manager workflows into organized tables, dashboards, and task-based interfaces.

Ske Club: Supported the lead designer in improving e-commerce pages based on client requirements, usability feedback, and testing findings, then prepared updated UI assets for development.

2017-2020

China & United
States

Beijing Settall Technology Development Co., Ltd | Shenzhen Ranz Hotel Management Co., Ltd | Freelance

Graphic & UI/UX Designer

- Combined visual design, marketing design, web design, and UI work across technology, hospitality, manufacturing, and small-business contexts, building a strong visual-communication foundation before transitioning into product design.
- Created websites, landing pages, and digital interfaces using Sketch, applying layout, hierarchy, usability, and interaction-design principles to improve product and brand communication.
- Produced campaign posters, product brochures, solution manuals, exhibition boards, promotional materials, and corporate VI guidelines using Adobe Photoshop, Illustrator, and InDesign.
- Designed UI interfaces for electronic display products and worked with product and engineering teams to improve interface clarity, visual consistency, and usability.
- Partnered with marketing teams to gather requirements, clarify campaign goals, present design directions, and deliver print and digital assets aligned with product launches and company activities.
- Improved the website experience for Taian Topsun Plastic Co., Ltd, supporting stronger online visibility and new customer opportunities; also strengthened storytelling and empathy through multicultural art-education collaboration.

2026

University of
Washington

Eve AI Skin Care

UX/Product Designer - Team Project

- Collaborated with a multidisciplinary team to define and design an AI-powered skincare platform that provides personalized guidance through recommendation systems and conversational experiences.
- Conducted user surveys, market research, and competitive analysis, then synthesized findings into pain points, product opportunities, user personas, and design priorities.
- Used Figma to create information architecture, user flows, wireframes, interactive prototypes, and high-fidelity UI for onboarding, routine creation, product recommendations, and AI-assisted guidance.
- Applied LLM concepts to conversational interactions and personalized recommendations, considering user trust, clarity, accessibility, and emotional engagement.
- Communicated design rationale within the team through presentations and critiques, aligned solutions with shared product goals, and iterated the experience based on team feedback.

2026

University of
Washington

AdoptBuddy

UX/Product Designer - Individual Capstone Project

- Independently led the end-to-end design of a pet-adoption platform supporting adopters, shelters, volunteers, and donors, from problem definition through a high-fidelity interactive prototype.
- Conducted surveys, interviews with potential users, market research, and competitive analysis to identify pain points related to fragmented shelter information, application uncertainty, and post-adoption support.
- Built user personas, journey maps, information architecture, user flows, wireframes, feature-prioritization artifacts, and interactive prototypes in Figma.
- Designed adoption discovery, application tracking, verified shelter information, care resources, and AI-assisted guidance using LLM-enabled concepts for personalized and real-time support.
- Validated design decisions through user feedback, refined the product using human-centered and inclusive-design principles, and presented research findings, product strategy, and prototype rationale.

SARTUP EXPERIENCE

2015 – 2017

Dalian, China

LiuJia Visual Design Company

Co-Founder

- Co-founded a student-led creative studio providing logo, branding, poster, illustration, and visual-communication services to local small-business owners while also developing and selling original art products.
- Conducted market research to track popular artwork, customer preferences, and commercial opportunities, then used findings to guide product and visual-design decisions.
- Managed client communication after lead generation, clarified requirements, presented design directions, and translated business needs into completed branding and marketing deliverables.
- Created logos, posters, illustrations, promotional materials, and art products using Adobe Creative Suite, while coordinating concept development and project delivery with co-founders.
- Placed Top 3 among 30+ university startup projects and received RMB 5,000 in funding from the Dalian Entrepreneurship Foundation.

HONORS & AWARDS

2013 - 2017

- **Professionals' Choice Award, Screen Summit Showcase - University of Washington:** Eve AI Skin Care was selected by industry professionals during the Communication Leadership showcase for the quality of its UX/product concept, AI experience, and presentation.
- **Outstanding Graduate of Liaoning Province:** Selected as the only recipient from the Visual Communication Design major, based on top academic performance and a comprehensive evaluation of achievement and leadership.
- **National Aesthetic Education Achievement Exhibition:** Received National First Prize for an original themed painting and National Third Prize for a separate illustration series; both works were selected for a national outstanding-works exhibition and collection.
- **Dalian Entrepreneurship Foundation Award:** Earned RMB 5,000 in startup funding after LiuJia Visual Design Company ranked Top 3 among 30+ campus entrepreneurship projects.