



Nanxin "Peter" Zhao  
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● ● ● <http://www.nanxinzhao.com>

**Peter Zhao is**  
~~a sr. product designer~~  
*a thinker, explorer, and*  
*visual communicator*  
based in the Bay Area

With over 8 years of industry experience, I am dedicated to creating meaningful experiences, solving business problems, and bringing positive impacts to users.

As I transitioned from craft-driven creator into a system thinker and problem solver, I've been able to apply my human-centered design philosophy to translate company visions into viable and pleasurable products.

**CONTACT**

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**EDUCATION**

- Academy of Art University**  
Master of Fine Arts, Industrial Design
- University of Illinois at Urbana-Champaign**  
Bachelor of Science, Specialized Physics and Computer Science

**SKILLS & FOCUS AREAS**

- Product design
- User experience design
- User interface design
- Information architecture
- Interaction design
- Design systems
- Product thinking
- Product strategy
- Design thinking
- User research
- Usability testing
- Inclusive design
- Team management
- Design operations
- Prototyping
- Visual design
- Brand strategy
- Video editing
- Animation

**COLLOV AI / PART-TIME**

**Advisor**

JUL 2023-PRESENT

Advised on product and business strategy for Collov's new AI platform. Collaborated directly with CEO and CTO. Created the 1-yr product vision, consolidated product market fit strategy and defined target archetypes.

**PROJECT 44 / FULL-TIME**

**Sr. Product Designer**

SEP 2021-NOV 2023

Oversaw the design direction on project44's next-gen supply chain visibility platform, Movement. Led and conducted extensive user research, established core interaction patterns, and brought the product from zero-to-one.

**ACCOMPLISHMENTS**

- Architected the MVP of the Movement platform, that now leads the Gartner Magic Quadrant for RTTVP (Real-time transportation visibility platforms) on both "ability to execute" and "completeness of vision" axes. After launch, the platform gained over \$40 million in ARR and onboarded over 1,200 WAU within 6 months.
- Designed the experience to retrieve and analyze shipping data, which is patent under U.S. Patent No. 63/378,676.

**RESPONSIBILITIES**

- Collaborated with Product Manager, Tech Lead, and C-suite leaders to define the product strategy, map the experience, and create a 2-year vision for product roadmaps.
- Led user research, product strategy, and design for the core filter, search, and workspace system. Defined the core patterns to retrieve, visualize and share shipment information, which was adopted by other product teams.
- Built the MVP of the design system, defined key components and patterns, and helped reshape the visual language of the company..
- Coached and mentored 3+ designers on research initiatives, product strategies and designs. Collaborated with Directors of product manager, engineer and design to reshape the product development process.
- Created and led design of saved view concept, which help boosted the retention rate from 28% to 45%.

**DRIBBBLE / PART-TIME**

**Instructor and Advisor**

MAY 2022-PRESENT

Instructed immersive product design academy, UI and career courses. Advised on education program and built curriculum with program manager.

**RESPONSIBILITIES**

- Instructed over 200 students from various design experience backgrounds to learn product thinking, visual design and tech industry. Helped hundreds of students to get the first designer role, advance in career path and improve their craft.
- Created fireside program, built part of the curriculum, and helped Dribbble Education program grow into 1700+ student program within a year.

**COLLOV HOME DESIGN / FULL-TIME**

**Sr. Product Designer & Product Team Lead**

MAR 2021-SEP 2021

**Product Designer II**

SEP 2020-FEB 2021

Grew from Collov's second design hire to lead the Product Team within a year. Oversaw platform's product growth and lead in the market, created product strategy with the CEO, and secured \$8 million seed round funding.

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## ACCOMPLISHMENTS

- Designed the core case platform for in-house and contract interior designers, that shortened case completion from weeks to days.
- Pitched and developed product strategy that scaled the online interior platform product line to a multi-million-dollar business within a year. Built and pitched to CV the 3-yr product plan and business strategy with CEO which led to \$8 million Seed round funding.
- Established new product processes and SOP with engineering and design team, that reduced turn-around time by 60% for cross-functional partners.

## RESPONSIBILITIES

- Established new product processes and SOP with engineering and design team, that reduced turn-around time by 60% for cross-functional partners.
- Managed a team of 3 Designers, 2 Product Managers, and 6 Engineers in a rapidly changing startup environment.
- Architected and designed AI-driven workflows and internal tools, which helped shortening interior designers' brainstorming time by 50%.
- Established an all-new interactive design system and components that unified the design across the platform.

### ▮ DIRECT ACTION/ FULL-TIME

#### Lead Product Designer

FEB 2020–JUN 2020

### ▮ BLOOM INC / FULL-TIME

#### Founder and Lead Industrial Designer

SEP 2018–AUG 2019

Grew from Collov's second design hire to lead the Product Team within a year. Oversaw platform's product growth and lead in the market, created product strategy with the CEO, and secured \$8 million seed round funding.

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## ACCOMPLISHMENTS

- Created the design concept on modern water pipe that revolutionized the experience of consuming cannabis. Worked with engineers and manufacture stakeholders that transformed ideation to manufactured products.
- Drove the business strategy with marketing teammates, that boosted sales surpassed \$90k in 9 months. Secured the \$250k seed round funding.

### ▮ GORUN TECH / INTERN

#### UX/UI Designer

MAY 2017–SEP 2017

### ▮ 09UI STUDIO / CONTRACT

#### Visual Designer

JAN 2016–APR 2017

### ▮ PIXATE / FULL-TIME

#### Web Developer

JUL 2014–APR 2015

### ▮ ON DECK (COHO) / FELLOWSHIP

#### Design Fellow

SEP 2021–PRESENT

### ▮ ADPLIST / VOLUNTEER

#### Mentor

MAY 2021–PRESENT