

Cindy Zhang

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WORK EXPERIENCE

PNC Bank | Senior Product Designer | April 2022 - Present

- Designed a transfer-feature redesign across a 5-person cross-functional team for a top-10 U.S. bank's mobile platform, streamlining a **high-stakes financial transaction flow** used by millions of account holders and reorganizing its information architecture for fund-transfer accuracy.
- Modernized the in-app help center to reduce manual servicing workload for **1,000+ bank consultants** while lifting satisfaction 15% - directly reducing operational risk tied to fund-transfer errors and escalations.
- Re-engineered PNC's core mobile navigation architecture, driving task completion to **95%** and cutting navigation time to under 8 seconds during user testing - a fidelity bar essential to regulated, trust-dependent financial interfaces.
- Embedded **AI-assisted prototyping and generative design tools** into the team's workflow, accelerating iteration cycles on compliance-sensitive flows without sacrificing accuracy or auditability.

Genesis Medtech | Product Design Lead | Sep 2022 - Present

- Built a design system from the ground up in **under one month** for an AI-powered web and mobile application, establishing a token and component architecture that let 8 product teams ship consistent, high-fidelity interfaces in parallel - a model directly transferable to multi-product fintech platforms.
- Led design for a web application surfacing **AI-driven clinical workflows** (surgical video edit, store, and share), translating a technically dense, high-stakes AI system into an interface clinicians could understand and trust.
- Directed mixed-methods research - 4 stakeholder interviews plus a 200-user survey - and used **AI-assisted synthesis** to pinpoint critical usability gaps and prioritize fixes that improved user confidence in system outputs.

University Hospitals | Product Designer | May 2021 - March 2022

- Partnered with 20+ stakeholders to rebuild a mission-critical scheduling tool spanning web and mobile, achieving a **95% user satisfaction rate and 100% task completion** in testing - reliability standards comparable to those demanded in financial transaction systems.
- Took the initiative to design marketing web pages, driving a **10% increase** in organic LinkedIn following within three months.

Root Insurance | Product Design Intern | Sep 2021 - Dec 2021

- Reduced customer drop-off by **6%** by redesigning the renter-experience workflow based on direct customer feedback - a data-informed approach to conversion in a regulated, trust-sensitive insurance product.
- Co-built a UI component and micro-interaction library with the design lead, including **three implemented loader animations**, establishing reusable infrastructure for consistent, high-fidelity product experiences.

EDUCATION

Carnegie Mellon University | September 2017 - May 2021

Bachelor of Design, Minor in Animation

TOOLS AND SKILLS

Design & Prototyping - Figma, Sketch, Adobe XD, Webflow, After Effects, Protopie, Photoshop, Illustrator, InDesign, Spline

AI-Augmented Design Workflows - Generative prototyping, AI-assisted research synthesis, AI-accelerated design system scaling

Research Methods - Usability testing, User interviews, Card sorting, Tree testing, Field study

CERTIFICATION

Nielsen Norman Group | August 2022

Certificate in User Experience