

Candace Zhang

Senior Product Designer · Vancouver, BC

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Summary

Senior Product Designer with **6+ years of experience** designing B2B, B2B2C, and consumer products across complex workflows, internal platforms, and customer-facing experiences. Specializes in end-to-end product design from discovery through delivery, combining front-end implementation and AI-enabled design workflows to build high-quality digital products.

Experience

Senior Product Designer | DAP

Jan 2026 – Present, Remote

- Led the **end-to-end redesign** of a mobile-first **B2B2C** donation platform connecting global donors with local disaster-response organizations, contributing to a projected **2x increase** in donations for a campaign that **raised \$2M+ in pre-launch donations**.
- Owned end-to-end product design for a dashboard-driven case-management platform, **partnering with product and engineering** to simplify complex humanitarian workflows into intuitive, responsive experiences for multiple personas.
- Reframed the donor-organization matching experience through stakeholder interviews, competitive analysis, and JTBD synthesis, shaping a scalable product strategy that balanced user and operational needs.

Senior Product Designer (Official title: Senior E-commerce Specialist) | Builddirect Technology

2019 – 2025, Vancouver, BC

- Led the **0→1 design** of an internal B2B sales platform, aligning business needs with manual sales operations to define product direction and deliver a scalable self-service experience supporting **600+ SKUs**.
- Redesigned product discovery and purchase experiences, **driving a 15% increase in top-SKU conversion** through user research, analytics (Hotjar & GA), and iterative A/B testing.
- Shipped a responsive B2B sample-ordering platform from concept to launch, leading discovery, workflow definition, and interaction design to simplify sample ordering for business customers across desktop and mobile.
- Built and evolved a **design system** adopted across four product teams, aligning design and engineering around reusable patterns and standards that improved consistency, scalability, and delivery efficiency across web and mobile.
- Designed omnichannel experiences spanning loyalty, membership, and fulfillment workflows across web, mobile, and in-store touchpoints.
- Designed, developed (HTML/CSS), and optimized responsive designs using AI-assisted design and coding workflows (Claude Code, Figma Make), **increasing click-through rate by 20%**.

Product Designer | Independent Consultant

2017 – Present, Remote

- Led end-to-end product engagements across consumer and enterprise clients, owning discovery, UX strategy, interaction design, and delivery from concept through launch.
- Partnered with Pampers Japan to shape product direction through user research, UX strategy, and cross-functional collaboration, balancing business priorities with customer needs across digital experiences.

Skills

Design: Product Strategy, End-to-End Product Design, UX Design, UI Design, Interaction Design, Information Architecture, User Flows, Wireframing, Design Systems, Prototyping, Visual Design

Research & Analytics: UX Research, User Interviews, Competitive Analysis, Heuristic Evaluation, Journey Mapping, Usability Testing, A/B Testing, Hotjar, Google Analytics, Accessibility (WCAG 2.1)

AI: Claude, Cursor, Figma Make, Codex, Google Stitch, Lovart, AI Prototyping, AI-Enabled Design Workflows

Tools: Figma, FigJam, Miro, Framer, Jira, Confluence, GitHub, Notion, Shopify

Education

British Columbia Institute of Technology

Diploma, Marketing Communications (Distinction) · Certificate in Web Design & Development

Simon Fraser University

B.A. in Communication and Media Studies · Minor in Digital Publishing & Interaction Design · Dean's List