



# LI ZHENG

## Design Tech Lead

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### WORK EXPERIENCE

#### RingCentral | Lead Design Technologist

Mar 2021 - Present

- Elevated craftsmanship for the company by designing and developing a custom plugin with project management and commenting features for Framer, a design/prototype tool, that the design team uses.
- Contributed directly to the product development process by building a polished code-based design system.
- Empowered the research team by composing production-grade prototypes, thus leading to better decision-making across all stages of the product design journey, which saves time and money.

#### NortonLifeLock | Sr. Product Designer

Nov 2019 - Feb 2021 (1 yr 5 mos)

- Led the LifeLock app integration process with Norton products to deliver a multi-year step-by-step product release plan balancing the budget, customers' expectations, and business goals. The integrated product gained 4.7 stars on Android and 4.6 on iOS with millions of downloads.
- Designed and developed multiple LifeLock internal tools for designers, PMs, copywriters, and developers to optimize the process and asset delivery by saving time and minimizing potential mistakes.

#### Symantec | Sr. Product Designer

Mar 2017 - Nov 2019 (2 yrs 9 mos)

- Represented the acquired product team, collaborating with Symantec Norton to deliver a consistent experience across all platforms. Created and maintained design libraries for the entire mobile app teams.
- As the only LifeLock Identity app designer since 2017, led the end-to-end design process from scratch to launch. The launched apps accumulated 4.7 stars on Android and 4.6 stars on iOS.

#### LifeLock | Sr. UI/UX Designer

Aug 2014 - Mar 2017 (2 yrs 7 mos)

- Led the end-to-end design process of an iOS app that was featured in the Apple Store for weeks.

### EDUCATION

#### Pratt Institute | M.F.A.

Interactive Arts

2012 - 2014

#### Osaka Electro-Comm.

#### University | B.Info.

Digital Games

2009 - 2012

#### Jiangnan University | B.Eng.

Digital Media Technology

2007 - 2011

### SKILLS & TOOLS

#### Research

Survey, Focus Group, Moderated User Interview, Comparative Analysis, Heuristic Evaluation, Usability Testing, A/B Testing

#### Design

Storyboard, Journey Mapping, Wireframing, User Flows, UI/UX Design, Motion & Interaction Design, Style Guides & Design Library, Animation & Video

#### Prototyping

HTML/CSS/JS & React, Framer, After Effects, ProtoPie, Flinto, Principle, InVision, Hand Craft & Arduino

#### Programming

HTML, CSS, JS, React