



LI ZHENG

PRODUCT DESIGNER

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WORK EXPERIENCE

NortonLifeLock | Sr. Product Designer

Nov 2019 - Present (1 yr 2 mos)

- Led the LifeLock Identity 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 launched in Nov 2020 and gained 4.7 stars.
- Designed and developed a LifeLock alert creation tool for designers, PMs, copywriters, and developers to optimize the design process and asset delivery by saving time and minimizing potential mistakes.
- Successfully developed and published 2 Sketch plugins to eliminate text and graphic mistakes that could occur while design revision. The launched solutions were widely adopted by the internal design community and also utilized outside of the company.

Symantec | Sr. Product Designer

Mar 2017 - Nov 2019 (2 yrs 9 mos)

- Represented the LifeLock product team, collaborating with Norton mobile, web, and desktop teams to deliver a consistent experience across all platforms. Created and maintained design libraries that were used by 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 with around 35K paid daily active users as of January 2021.

LifeLock | Sr. UI/UX Designer

Aug 2014 - Mar 2017 (2 yrs 7 mos)

- Led the end-to-end design process of a freemium mobile app for exploring new concepts and unfledged product ideas. The launched app was featured in the Apple Store for weeks and the collected data inspired numerous new product ideas.
- Productively redesigned the previously outsourced customer website from scratch by conducting user research, presenting high-fidelity prototypes, and delivering style guidelines.

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

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

Programming

HTML, CSS, JS, React