

Ke Zheng

A digital product enthusiast with degrees in Applied Statistics and Product & Service Design. 3+ years of experience in design research, product analysis, and project management with agile practices. Looking to apply strategic analysis and leadership skills to the development of impactful products..

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Experiences

UX Researcher & Designer Highmark Health

Pittsburgh, PA
February 2018 - Present

- Worked in agile with Marketing, Customer Experience, Innovation and Clinical Transformation teams to identify, design, and test digital solutions for customers' better health and well-being
- Led insights activities that range from lean usability tests and data analysis to product pilot and insights synthesis workshops
- Planned and managed a corporate initiative pilot by leading a cross-functional team
- Established a growing enterprise-wide research community in 2019
- Collaborated with CX team to create the original HCD toolkit (CX personas and member journey maps) for the enterprise
- Designed and shipped 2 digital platforms: AHN.org (cut off 2000+ pages, 30% decrease in call center volume, 200% increase in online scheduling); NittanyFit.com (engaged 2000+ users, 13.5% conversion rate)
- Co-hosted DesignX 2020, the first organizational experience design conference

Project Manager MightyPen

Remote Teams
May 2018 - September 2018

- Worked remotely with a multi-disciplinary team of 8 across timezones to launch an online P2P English proofreading platform -- mightypen.co
- Managed communication with engineers, content creators, and product lead by outlining roadmap and prioritizing features
- Led a team of 3 to design the user interface

Business Design Intern CTTEC, CMU

Pittsburgh, PA
June 2017 - August 2017

- Developed commercialization strategy for 2 startups by conducting market research and generating monetization models
- Designed branding assets and guidelines for one startup

Business Development Associate LaunchFactory 88

Shanghai, China
July 2015 - October 2015

- Conducted market research on Chinese sustainable energy industry and published findings in the company's whitepaper
- Assisted 3 Dutch energy and medical equipment manufacturers form strategic partnerships with Chinese distributors

Education

Carnegie Mellon University

M.S. in Integrated Innovation for Products & Services (3.97/4.0)

Pittsburgh, PA
August 2016 - December 2017

Jiangxi University of Finance and Economy

B.S. in Applied Statistics

Nanchang, China
August 2012 - June 2016

Certifications & Awards

LUMA Institute Certified Practitioner of Human-Centered Design

January 2020

Forrester Certified Pro CX Champ

October 2019

Highmark Health Applause Silver Award

September 2019

Advanced Google Analytics - Course Completion Certification

April 2019

Skills

Research

Qualtrics
Userzoom
Excel
Confluence

Analysis

SPSS
Python
Tableau
Google Analytics

Prototype

Adobe Xd
Sketch
Principle
InVision

Design

Photoshop
Illustrator
InDesign
After Effects