

# Ke Zheng

*A people enthusiast with degrees in Product Innovation and Applied Statistics. 5+ years of practices in design research, product strategy, and immersive teamworks in startups and corporations across academia, healthcare, and cloud computing. Looking to promote collective intelligence and drive strategic business growth!*

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## Experiences

### Microsoft

- UX Researcher II  
Mar 2022 - Present

Azure Core - Cloud Experience Studio

- Leading exploratory and evaluative research strategy for High-Performance Computing data storage product portfolio
- Co-driving early product validation by conducting exploratory research for customers' specific on-prem workload management scenarios
- Building relationships and seeking collaborations with product teams to identify experience improvement opportunities and support hypothesis validation
- Co-leading both Learning Experience and Design Thinking Workshop V-Teams to build a better learning resource platform and provide design thinking tools for CXS

### Highmark Health

- Sr.Experience Designer  
Feb 2021 - Feb 2022

Innovation - Product & Health Experience

- Scoped research & design plans for projects prioritization and intake
- Led cross-functional teams to unpack problems and identify digital product opportunities across patients' and clinicians' experiences with foundational research
- Led research roadmap, optimizing research and digital operations, and managing collaborations with vendors, quantitative analysts, and senior executives
- Stood up an organizational community (90+ ppl) of researchers and analysts to share research takeaways and best practices monthly

- UX Researcher  
Feb 2018 - Jan 2021

Marketing - Digital Experience

- As the only researcher in the team, independently strategized research roadmaps and collaborated with Design, Marketing, CX, Product, and other business units to achieve research goals
- Conducted research and design activities to ship 2 digital platforms end-to-end: AHN.org (new CMS, 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-planned and hosted DesignX 2020, the first organizational experience design conference

### Carnegie Mellon University

- Business Design Intern  
Jun - Aug 2017

Center for Technology Transfer and Enterprise Creation

- Developed commercialization strategy for 2 startups' IPs by conducting market research and generating monetization models
- Designed branding assets and guidelines for 1 startup

### LaunchFactory88

- Business Development Associate  
Jul - Oct 2015

Business Development

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

## Educations

Aug 2016 - Dec 2017

### Carnegie Mellon University

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

Aug 2012 - Jun 2016

### Jiangxi University of Finance and Economics

B.S. in Applied Statistics

## Certifications

Mar 2021 IDEO U Business Innovation Certification

Jan 2020 LUMA Institute Certified Practitioner of Human-Centered Design

Oct 2019 Forrester Certified Pro CX Champ

Apr 2019 Advanced Google Analytics - Course Completion Certification

## Skills

Qualtrics, Userzoom, QualBoard, PowerBI

Figma, FigJam, Adobe Xd, Sketch

Google Analytics, Tableau, SPSS

Photoshop, Illustrator, InDesign, After Effects