

	Louise Zhang	Mid-weight product designer	
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	Education	Experience	
	UNIVERSITY OF SYDNEY 2018–2022 BA Commerce BA Advanced Studies Majors–Design & Marketing Mark–83.2 Distinction	ATELIER–PRODUCT DESIGNER 10/23 – PRESENT Core Platform – B2B Web Application - Led end-to-end design of multiple features for a B2B platform used by 10,000+ global users - Delivered a complex AI-powered workflow in under 4 months as a solo designer; showcased to 50+ beauty brand founders - Created user flows, wireframes, and polished UI that balanced user needs with business and technical constraints - Collaborated closely with engineers and the founder to ship features that accelerated customer onboarding and reduced time-to-launch - Co-created Atelier’s first design system, increasing design and dev velocity and improving consistency across the platform	
	Skills DESIGN End-to-end product design Design system Prototyping Information architecture User research & testing User & process flows Visual communication	Internal operations and systems - Designed and delivered internal tools that reduced manual workflows across the operational teams - Led UX and implementation of a centralised operational database, consolidating 5+ disconnected tools into one cohesive system - Conducted org-wide research and process mapping to identify inefficiencies and reimagine workflows as intuitive digital experiences - Built trust with stakeholders and SMEs to ensure buy-in and increase adoption, achieving 100% team uptake within two weeks - Owned change management: created rollout plans, training docs, and live walkthroughs to support seamless team transition	
	SOFT Agile Design thinking Critical thinking Problem solving Presenting Stakeholder relations Driver of culture	UNIVERSITY OF SYDNEY–ACADEMIC TUTOR IN DESIGN 02/22 – 10/23 - Taught and facilitated tutorials in Design Thinking, Design Principles, and Design Theory & Culture for first-year Design and Design Computing students - Taught core concepts including design ethics, user-centred research, and critical perspectives on the history of design - Helped students unpack complex theory and apply it meaningfully to their own creative and technical practice - Created a supportive and engaging learning environment that encouraged discussion, experimentation, and confidence - Mentored students one-on-one to provide feedback, career guidance, and personalised academic support	
	TECH STACK Adobe CC Jira Figma Linear Miro Notion HTML/CSS Retool P5.js Slack	INTUITION EDUCATION – DIGITAL DESIGNER OFFICE MANAGER 11/17 – 10/23 - Introduced and led design at a strategic level, delivering digital, print, and physical assets across brand, marketing, and learning - Streamlined existing content and developed visual systems to align business messaging across digital and in-person touch points - Collaborated with educators to create engaging animations, signage, and graphics that enhanced student experience and increased reach - Conducted user research and worked end-to-end on design initiatives through a design contractor role with Olinga Services - As an office manager, led operations for a 200-person team delivering tutoring services to 500+ students; managed staffing, enrolments, and wellbeing programs	
	Referees	DAVE BOLTON Former CTO at Atelier dave@davebolton.net	ANAND MANU CEO of Intuition Education anand@intu.com.au