



# Mandy Zhang

Senior Product Designer

Product designer with 8 years of experience, previously at Twitch and KAYAK. Now based in Tokyo, I pair user research with high-craft visual and interaction design to build products people genuinely love using.

## CONTACT

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## LANGUAGES

- English: Native
- Chinese: Fluent
- Japanese: Conversational (N4)

## PERSONAL

- Location: Tokyo, Japan
- Nationality: Canada
- Visa: Working Holiday

## EDUCATION

### University of Waterloo

Bachelor of Global Business and Digital Arts

Sep 2015 - Jun 2019

Interdisciplinary degree combining design, technology, and business at one of Canada's top universities.

Graduated with a 3.9 GPA.

## SKILLS

User Experience Design (UX/UI), Figma, Prototyping, Interaction Design, Visual Design, Motion Design, Design Systems, Information Architecture, User Research, Usability Testing, Accessibility (WCAG), Adobe Creative Suite

## EXPERIENCE

### Twitch UX Designer II

Jun 2021 — Sep 2025

SAN FRANCISCO, USA

At Twitch, I led design for the Clips product, a core video feature used by millions of streamers and viewers daily.

- Redesigned the Mobile Clip Editor, driving a 122% increase in clips by streamlining the end-to-end flow.
- Launched Clip Reactions (0→1), designing expressive, motion-rich feedback mechanisms across mobile and web to boost viewer engagement.
- Defined interaction specs using high-fidelity Figma and After Effects prototypes, including one featured in Times Square.
- Guided product strategy through hands-on user research, survey planning, and usability testing.

### KAYAK Product Designer

Jun 2019 — May 2021

BOSTON, USA

At KAYAK, I designed conversion and discovery experiences for the Flights team, focusing on homepage search, detail pages, and transaction flows.

- Optimized the core flight-booking funnel, leading the Flights Detail Page redesign to achieve a 2% conversion lift and a 10% boost in cabin upgrades.
- Maintained the company design system as a designated Figma Ambassador, establishing UI documentation to scale design operations.

### RewardOps Product Designer

Jun 2018 — May 2019

TORONTO, CANADA

I was the sole designer at RewardOps, a 20-person B2B SaaS startup, where I established design practices and systems from the ground up.

- Designed a full eCommerce platform from conception to launch, enabling hundreds of business partners including US Bank and BMO to offer branded reward experiences.
- Worked cross-functionally with the CEO and stakeholders across the company, owning the entire design process end-to-end.

### Yelp WiFi UX Design Intern

May 2017 — Aug 2017

TORONTO, CANADA

Interned at Yelp WiFi and contributed to the redesign of the Yelp WiFi landing page, focusing on improving usability, site navigation, and brand cohesion.