



ZHUN WANG

9+ YEARS OF MULTIDISCIPLINARY EXPERIENCE IN TURNING COMPLEX SYSTEMS, DATA, AND CONNECTED PRODUCTS INTO CLEAN, ACTIONABLE EXPERIENCES.

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📍 Orange County, CA

HIGHLIGHTS

Simplifying Complex Systems

Streamline complex systems and data into clear, actionable experiences. Combines user research, behavioral analytics, and systems thinking to streamline information architecture and create products that balance user needs with business outcomes.

Measurable Impact

Improved conversion rate by 57%, increasing revenue by 28%, with UX enhancements informed by mixed-methods user research insights.

Design Leadership

Established a structured UX process that improved collaboration between product, engineering, and design while increasing consistency and delivery speed.

EXPERIENCE

UI/UX Designer | Innova Electronics | Irvine, CA

NOV 2022 – PRESENT

Lead designer for RepairSolutions 2 and CarMD Connect

- Lead product design for RepairSolutions2, an automotive DIY companion app serving 4M users, using user research and product data to improve the existing experience and identify unmet needs across the DIY repair journey.
- Redesigned the vehicle health scan experience around DIYers' repair priorities, surfacing urgent, high-impact information first while progressively disclosing deeper technical diagnostic data.
- Expanded TechDocs from an OBD-specific feature into a platform-wide repair resource and redesigned its purchase experience around multi-vehicle ownership, contributing to an 28% increase in feature revenue.
- Led the 0-to-1 design of CarMD Connect, translating Innova's vehicle repair data and scan network into a consumer platform for vehicle health tracking, family vehicle management, repair and service, rewards, and trip/location tracking.
- Designed the CarMD Shop Portal, a B2B platform enabling shops within the CarMD network to manage service appointments, promotions, and customer relationships.

Creative Designer | Icona Design California | Mission Viejo, CA

OCT 2016 – DEC 2021

- Contributed to 30+ automotive and industrial design projects spanning physical product design, research, and HMI, including the Weltmeister W6, Hengchi 3, and Icona Nucleus.

Creative Designer | Ford Motor Company | Dearborn, MI

2016

- Exterior design, Lincoln future-mobility programs

EDUCATION

ArtCenter College of Design

B.S. Transportation Design | Pasadena, CA

2012–2017

Google UX Design Certificate

Coursera

2022

PROFICIENCIES

Tools

- Figma • Adobe XD / Adobe Creative Suite • AI-assisted design tools • Framer • Jira • Miro

Product & UX

- Agile / Scrum • Accessibility (WCAG) • AI-assisted Research & Ideation • Design Systems
- Human-centered Design • Information Architecture • Interaction Design • Prototyping
- Product Design • Product Strategy • Production-ready Designs • Responsive Design
- Service Design • Systems Thinking • UX strategy, Visioning & Roadmap • Wireframing
- Stakeholder presentations • Workshop facilitation

Research

- User interviews • Usability testing • Journey mapping • A/B testing • Persona development
- Qualitative research • Quantitative research • Competitor analysis • Stakeholder interviews
- Behavioral analysis

Technical & Integration

- Software / Hardware Integration • API Integration • Connected Products • Automotive HMI