

Johnny (Chengxing) Zou

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EDUCATION

Carnegie Mellon University Pittsburgh, PA.

Master of Integrated Innovation for Products and Services GPA: 3.95 Dec. 2025

Related Coursework: Integrated Product Design, UX Research, Launch New Product, Business Strategy

Pratt Institute of Art and Design Brooklyn, NY.

Bachelor of Fine Arts in Interior Design (Honor) GPA: 3.7 Aug. 2018 - May 2022

WORK EXPERIENCE

GroupFi Shanghai

Product Designer Jun. 2023 - Aug. 2024

- Identified communication gaps in DApps through user interviews and industry analysis, and led to the design of GroupFi, a cross-platform messaging plugin to improve Web3 ecosystem connectivity.
- Led an end-to-end product design process based on in-depth user research, addressing group engagement pain points in decentralized platforms, resulting in a 3.2x increase in user engagement time.
- Conducted usability testing and optimized the product design to enhance user satisfaction and drive a 157% increase in monthly active users and a 27% boost in 30-day retention for integrated DApps and websites.
- Collaborated closely with various stakeholders including engineering, business, marketing, and Web3 partners, ensuring alignment across all departments.

L Design Studio Manhattan, NY.

Architectural Lighting Designer Jun. 2022 - Jun. 2023

- Developed detailed lighting proposals and presentations in collaboration with engineers and architecture consultants for high-profile clients including Louis Vuitton, Jane Street Capital, and New York University.
- Crafted lighting drawings and energy calculations, leading to successful project outcomes.

Tanglepay Remote

UI/UX Designer Aug. 2021 - Jun. 2022

- Identified product opportunities in IOTA's blockchain ecosystem, leading to the design and launch of TanglePay, a Web3 wallet, growing from 0 to 200K+ downloads and 40K+ active users.
- Iterated designs based on user research and usability testing, identifying registration pain points and streamlining the process to improve user flow, enhance UX, and boost new user adoption.
- Collaborated with business teams to align product goals to co-create business strategy.

L&M Design Lab Shanghai

Interior Architecture Design Intern May. 2021 - Aug. 2021

- Assisted in high-end commercial projects and gained experience in project management and coordination.
- Created compelling design content for social media, garnering over 100K+ views.

ENTREPRENEURSHIP

Studioofblo & Studioofblo Products

Founder Jan. 2018 - Aug. 2021

- Grew a design-centric social media to 50k+ followers, demonstrating digital content resonates with audiences.
- Designed and developed an online home décor & accessories business, studioofbloproducts.com, achieving 300+ sales and 1000+ subscribers within three months.
- Improved the experience design of the checkout process, increasing conversion rate by 20%.
- Boosted revenue by 75% using data-driven optimizations for digital marketing Ads.

SKILLS

Design Tools: Figma, Sketch, HTML, InVision, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, AutoCAD, Midjourney, Stable Diffusion, Blender, 3D Print, Motion Graphics, Revit, Rhino, Lumion

Product Skills: HCI Design, User Research, Prototyping, Design System, Market Research, Product Strategy, Information Architecture, Usability Testing, Product Management, Business Development, Product Pricing