

Zhaohui Zhao

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Product Designer

Languages: Mandarin (Native) · English (Fluent) · Cantonese (Conversational)

Product Designer experienced in **defining and bringing new product experiences to life** across connected devices, AI-enabled products, and high-engagement consumer experiences. I work from early product direction and system models through interaction and prototyping, using **user feedback, technical constraints, and product data** to guide implementation and iteration.

EXPERIENCE

Product Designer · SATELLAI

Shenzhen, China · Aug 2025 – Jun 2026

Designed companion-app experiences for pet GPS trackers and e-collars serving U.S. and European markets, working directly with the CEO, CTO, and engineering team across a new product launch, AI health, live-product iteration, and internal data tooling.

- Pets with an established health baseline 40% → 70%**
- Post-release returns ~25% · prior average ~40%**
- Brought the companion app for a **new pet GPS tracker from early concept to launch in roughly two months**, owning the core product experience and key flows while resolving hardware-specific states around pairing, unpairing, no-device use, and continuity of historical data.
 - Defined **when AI health summaries should speak, request more data, or stay silent**, and how to prioritize anomalies and actionable guidance; profile-completion and wear-time prompts helped raise established health-baseline coverage from **40% to 70%**.
 - Translated return feedback such as “the tracker is broken” and “the fence won’t save” into redesigned **GNSS, LTE, and offline states plus fence-creation and validation flows**; after the January release, overall returns were observed at roughly **25% from February onward** versus a **40% August–January average**.
 - Built a natural-language metrics tool for the product team, using BigQuery as the source of truth and an **Agent + MCP** workflow to turn product questions into grounded queries and answers without requiring manual SQL.

[zhz.design/work/satellai](#)

Interaction Designer · NetEase Games

Guangzhou, China · Aug 2024 – Aug 2025

Explored and designed information and high-frequency interaction patterns for complex gameplay across *Racing Master*, an unreleased Onmyoji IP auto-battler, and *Beneath the Mist* (雾海之下), translating product goals into experiences players could quickly understand, evaluate, and act on.

- Racing Master · 35M+ MAU · Shipped**
- Onmyoji IP auto-battler · Pre-launch**
- Beneath the Mist · Public Beta**
- Proposed an **alternative concept beyond the original brief** for the year-end review feature in the 35M+ MAU *Racing Master*, strengthening emotional resonance and social sharing; the direction was adopted by Game Designers and key stakeholders and shipped.
 - Simplified a high-frequency interaction in an unreleased Onmyoji IP auto-battler from **three discrete actions into one continuous gesture**; the solution was incorporated into the product design.
 - Designed information and feedback systems for NetEase’s new-category title *Beneath the Mist* (雾海之下), covering **progression, new-player positioning guidance, and rescue decisions in high-intensity scenarios**.

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Founding Designer · Daze

Remote, U.S. · Nov 2023 – May 2024

- Early-stage AI travel recommendation product for people deciding what to do while already at a destination.
- Worked with the founder to narrow an ambiguous concept into an initial product direction, then independently defined the information architecture, onboarding, preference capture, and contextual recommendation flows in an end-to-end high-fidelity prototype.

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UX Designer · Grindr Client Project / University of Michigan

Remote, U.S. · Aug 2021 – Jan 2022

- Worked with Grindr—the world’s largest social networking app for gay, bi, trans, and queer people—through a formal University of Michigan client project under NDA, exploring product improvements that balanced **self-expression, privacy, and abuse prevention**.
- Conducted research under strict user-data access constraints and redesigned key information architecture, user flows, and permission logic to support self-expression while strengthening platform safeguards.
 - Collaborated with a three-designer team on a product redesign proposal; parts of the proposed experience direction were later reflected in Grindr product updates.

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UX Designer Intern · Ping An Technology

Shenzhen, China · Nov 2020 – Mar 2021

- Designed messaging and audio/video conferencing experiences for Ping An's internal communication product, serving a workforce of more than **950,000 employees**.
- Worked directly with product managers and engineers to revise PRDs, translate requirements into user flows, wireframes, and high-fidelity interactions, and follow the work through implementation.
 - Proposed UX improvements across messaging and conferencing while independently designing new features and localized redesigns for a reliability- and security-sensitive enterprise environment.

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CORE SKILLS

Product & UX

Product Definition

Product Design

Interaction Design

Systems Thinking

Prototyping

Research & Analysis

User Research

Usability Testing

Competitive Analysis

Product Problem Framing

Technical & Implementation

Connected Devices

AI / LLM UX

Agent / MCP

Figma

HTML/CSS/JS Prototyping

EDUCATION

University of Michigan, Ann Arbor — M.S. in Information (2021–2023)
University of California, Davis — B.A. in Design (2015–2019)

RECOGNITION

1st Place — Walmart Return-to-Owner Hackathon (2022): independently designed a mobile AR concept for community-based lost-pet recovery, exploring how a Return-to-Owner model could reduce reliance on animal shelters.