

Zhaohui Zhao

zhz.design · linkedin.com/in/zjzhao
jeremyzao@gmail.com · +86 13027975337

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

Defined and designed companion experiences for connected pet devices serving U.S. and European markets, working directly with the CEO, CTO, and engineering team across 0-to-1 app development, AI health experiences, internal data tooling, and existing-product iteration.

- Health baseline coverage 40% → 70%
- Observed returns: ~40% → ~25%

- Defined and designed the core experience of the **SATELLAI Go companion app from 0→1 in two months**, establishing a pet-centric information architecture and device-free states that preserved access to historical health and activity data after unpairing or hardware changes.
- Established a health-feature prioritization framework around **broadly relevant, hard-to-detect, and actionable** conditions; designed the data requirements and prompting experience for AI health insights, with profile-completion and wear-time reminders increasing the share of pets with an established health baseline from **40% to 70%**.
- Built an internal **Agent + MCP** product-metrics tool that turned BigQuery-based analytics from manual SQL queries into natural-language requests, enabling the team to retrieve metrics by time range and dimension with a lower barrier to data access.
- Identified and drove key software experience improvements from return feedback. After the January redesign shipped, overall returns were observed at roughly **25% from February onward**, compared with an average of approximately **40% from August through January**, while subsequent return feedback cited no App-related issues.

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Interaction Designer, Contract · 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

Worked with the founder to narrow the early direction of an AI recommendation product and independently translated its core experience into high-fidelity prototypes.

- Turned the early concept into information architecture and core flows including onboarding, recommendations, and preference settings, creating high-fidelity prototypes to explore the initial product experience.

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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.