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PRODUCT DESIGN LEADER

AI-Native Design Execution | Global Commerce | Platform Strategy | Cross-Organizational Leadership

Product design leader with 10+ years of experience shaping advertiser, commerce, and global travel platforms across Meta, TikTok, Trip.com, and Alibaba. Operates at org scale by establishing AI-native execution models, defining cross-team quality standards, and driving measurable business impact across high-scale ecosystems. Combines U.S. big-tech execution with global platform leadership, spanning cross-organizational influence and design-to-production AI workflows.

EXPERIENCE

Meta

Bellevue, WA

Product Designer, Advertiser Experiences

May 2025 – Present

- Created Meta Business Experience's first designer-led AI execution framework, enabling designers to ship production-quality improvements with engineering review across Ads Manager, Meta Business Suite, and Lightweight Ads; scaled adoption to 20+ designers, delivered 83 production fixes with 100% diff acceptance, and reduced engineering effort per fix by 93%.
- Designed and shipped Ads Critique Buddy in 3 weeks, the org's first automated design-critique infrastructure spanning web app, Claude skill, and Metamate skill; validated across 1,200+ design files and reduced design alignment time by 30+ minutes per review session.
- Led usability quality across \$16B+ advertiser surfaces, coordinating 11 priority workflows and benchmarking Meta Ads Manager against TikTok Ads and Google Ads; achieved 100% graduation across assigned flows, scoring +19 to +27 points above competitor benchmarks. Identified a systemic measurement gap in org-wide reporting and authored remediation playbooks adopted by 5+ teams.
- Owned high-stakes advertiser friction initiatives without dedicated PM coverage, orchestrating across 2 orgs, 13 teams, and 48+ partners to bring roadmap clarity and unblock execution on ambiguous product problems.
- Resolved MAIBA (Meta AI) workflow interruptions that blocked 48% of advertisers from core Ads Manager operations, reducing the issue to 0% ahead of launch.
- Drove a cross-org initiative to ship an AI-powered ad rejection solution covering 240M ads annually, reducing resolution cycles between advertisers and support teams.
- Redesigned Ads Manager navigation to unify the experience across Ads Manager, Meta Business Suite, and Commerce Manager, delivering a 1.57% load latency reduction and 2.1% DAU increase on a \$2.6M/day surface.

TikTok

Bellevue, WA

Senior UX Designer, TikTok Shop

December 2024 – May 2025

- Owned experience strategy and end-to-end product design for TikTok Shop's Product Detail Page, one of the platform's highest-traffic commerce surfaces, establishing quality standards across the surface and integrating creator short-video content as a purchase decision layer to support creator-driven conversion.
- Redesigned TikTok Shop's promotion architecture on the Product Detail Page, reconciling competing multi-team content requests through a zone-based framework (Banner / Price / Tag) that doubled visible promotions per product page from 2 to 4; adopted as an org standard following PM Director and PD Director approval.
- Unblocked long-stalled improvements to short-video commerce entry points driving ~75% of Product Detail Page traffic (baseline CTR ~6%) by partnering with the Fundamental Experience org to navigate

platform constraints; resolved a two-month cross-org dependency between US TikTok Shop and China platform teams within one week, directly accelerating downstream implementation.

Trip.com Group

Shanghai, China

Product Design Lead, Global Flight Booking Experience

October 2017 – March 2024

- Led product strategy and cross-organizational design initiatives for Trip.com's global flight booking platform across iOS, Android, Web, and Email, supporting users across 24 languages and 39 international markets, with direct ownership of a 5-person design team and influence across broader global and domestic design partners.
- Invited to join Trip.com's Design Institute, a group-level design leadership and research organization composed of senior design leads across business units; drove a company-wide homepage redesign across 13 business units, increasing homepage engagement by 72.4% and driving a 24–43% uplift in traffic into core commercial surfaces.
- Served as a design leader during Trip.com's 2020–2024 globalization initiative, elevating international design capabilities across 15+ domestic designers, bridging China and global design organizations into a shared operating model, and defining cross-cultural UX standards (including a multilingual UX handbook) adopted across a 300+ person organization.
- Rebuilt the end-to-end global flight shopping and checkout experience through user research, A/B experimentation, and competitive benchmarking with Skyscanner design leadership, increasing booking conversion by 6.98% and reducing bounce rate by 39.86%.
- Grew daily flight segments by 50%, from 120K to 180K, while improving booking conversion by 8.1%.

Alibaba / Ele.me

Shanghai, China

Senior UX Designer, Food Delivery Platform

March 2016 – October 2017

- Designed end-to-end driver app experiences from concept to launch, using usability studies, prototypes, and agile iteration to reduce delivery time by 28.57%.
- Improved daily order processing by 38.3% through workflow refinements and data-driven UX decisions for a platform supporting 1.2M daily orders.

YunMu Networks

Shanghai, China

UX Designer, Enterprise SaaS Platform

July 2014 – March 2016

- Built and launched mobile SaaS workflows including check-in and group creation experiences, reaching 500K+ daily users within three months and increasing key creation rates by 17.3%.

CORE SKILLS

Product Design Leadership: Platform Strategy, Global Product Strategy, Cross-Functional Leadership, Organizational Transformation, Stakeholder Alignment, Systems Thinking, Hybrid PM/Design Execution

AI-Native Design Execution: AI-Augmented Workflows, Custom AI Skills, AI Design Critique, Code-Assisted Execution (Claude Code, Devmate), Design-to-Production Workflows

Commerce & Platform Design: Global Commerce, Advertiser Platforms, Transpacific Product Strategy, Internationalization, Cross-Cultural UX, Design Systems

Measurement & Research: A/B Testing, Usability Measurement, Competitive Benchmarking, Design Quality Standards, Revenue Protection, Data-Driven Design

Tools: Figma (API, AI Plugins), Sketch, Claude Code, Prototyping, Design Ops Integration

EDUCATION

Bachelor of Science, Industrial Design

September 2010 – July 2014

Anhui Polytechnic University, Wuhu, China