

NATHAN ZHANG

Bellevue, WA | (805) 460-3544 | zpeng.z@outlook.com | [linkedin.com/in/pengzpz/](https://www.linkedin.com/in/pengzpz/) | Portfolio: zpdesigns.onrender.com

SUMMARY

Product designer operating at org scale across Meta, TikTok, and Trip.com — establishing AI-native execution models, defining cross-team quality standards, and driving measurable commerce performance across high-scale global products. At Meta, built the org's first AI-driven design execution model and automated critique infrastructure across \$16B+ advertiser surfaces. Consistently given ambiguous, high-stakes problems that span design, engineering, and product — and trusted to drive them to resolution independently.

EXPERIENCE

Meta | Bellevue, WA

Senior Product Designer, Advertiser Experiences | May 2025 – Present 2026

- **AI Execution Framework:** Designed Meta Business Experience's first designer-led AI execution framework, personally validated the approach before scaling to 20+ designers across Ads Manager, Meta Business Suite and Light Weight Ads, delivering 83 production fixes with 100% diff acceptance and 93% reduction in engineering time per fix.
- **AI Design Tooling:** Designed and shipped Ads Critique Buddy (web app + Claude skill + Metamate skill) in 3 weeks, creating the org's first automated design critique infrastructure, validated across 1,200+ design files before launch, and cutting per-session alignment time by 30+ minutes at org scale.
- **Quality & Measurement Standards:** Quarterbacked usability quality across \$16B+ advertiser surfaces, coordinating 11 priority workflows and benchmarking Meta Ads Manager against TikTok and Google Ads, achieving 100% graduation across all assigned flows, surpassing competitors by +19 to +27 points. Identified a systemic measurement gap affecting org-wide reporting and authored remediation playbooks adopted by 5+ teams.
- **Ambiguous Problem Ownership:** Took ownership of high-stakes advertiser friction points without clear PM coverage, resolved MAIBA workflow interruptions blocking 48% of advertisers from core Ads Manager operations (brought to 0% ahead of launch, protecting iRev impact), drove a cross-org initiative to ship an AI-powered ad rejection solution covering 240M ads annually, substantially reducing resolution cycles between advertisers and support teams.
- **Advertiser Platform Coherence:** Led Ads Manager navigation redesign to unify experience across Ads Manager, Meta Business Suite, and Commerce Manager, delivering 1.57% load latency reduction and 2.1% DAU increase on a \$2.6M/day surface.
- **Hybrid Design & PM Leadership:** Functioned as designer and de facto PM across 13 teams and 48+ partners, independently driving roadmap clarity and unblocking execution on ambiguous, high-stakes advertiser initiatives in the absence of dedicated product management.

TikTok | Bellevue, WA

Senior UX Designer — TikTok Shop | Dec 2024 – May 2025

- **Commerce Surface Ownership:** Owned 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.

- **Campaign Governance:** Led cross-functional redesign of TikTok Shop promotion architecture on Product Detail Page, resolved competing multi-team content requests by introducing a zone-based architecture (Banner / Price / Tag), doubling the number of promotions visible per product page from 2 to 4. Adopted as org standard following PM Director and PD Director approval.
- **Cross-Org Execution:** Unblocked long-stalled improvements to short-video commerce entry points driving ~75% of PDP traffic (baseline CTR ~6%) by partnering with the Fundamental Experience org to navigate platform constraints. Resolved a two-month cross-org blocker between US TikTok Shop and China platform teams within one week, directly unblocking downstream implementation.

Trip.com Group (Ctrip) | Shanghai, China

Product Designer lead (User Interactive Design Expert) | Oct 2017 – Mar 2024

- **Global Flight Experience Leadership:** Led a 5-person design team owning end-to-end flight booking across iOS, Android, and web, establishing unified design standards across 24 languages and 39 countries as the foundation for consistent experience across highly localized travel markets.
- **Homepage Redesign & Growth:** Partnered with 13 business units to redesign Trip.com's global homepage around core commercial booking funnels, driving 72.4% increase in engagement and 24–43% uplift in traffic into commercial surfaces.
- **Checkout Conversion Optimization:** Rebuilt the end-to-end flight shopping and checkout flow through user research, A/B experimentation, and competitive benchmarking with Skyscanner design leadership, delivering 6.98% conversion rate increase and 39.86% bounce rate reduction.
- **Cross-Cultural Design Standard:** Defined the internationalization design standard for a 300+ person org, authoring a multilingual UX handbook establishing scalable cross-cultural principles adopted across global teams.

EARLIER EXPERIENCE

- **Alibaba (Ele.me):** Senior UX Designer (2016–2017) | Restructured heavy-data workflows for real-time delivery agents, processing 1.2 million daily orders and driving a 38.3% increase in operational dispatch efficiency.
- **YunMu Networks:** UX Designer (2014–2016) | Deployed mobile enterprise-SaaS check-in architecture from the ground up, successfully onboarding over 500,000+ active daily users within 90 days of launch.

EDUCATION

Anhui Polytechnic University | Wuhu, China

Bachelor of Science in Industrial Design | Sep 2010 – Jul 2014

CORE SKILLS

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- **Design & AI Engineering:** Figma (Advanced, API Integration, AI Plugins), AI-Augmented Workflows, Custom AI Skill Deployment, Code-Assisted Execution (Claude Code, Devmate), Design Ops Integration
 - **Strategy & Leadership:** Hybrid PM/Design Execution, Cross-Functional Alignment, Transpacific Product Strategy, Structured Design Critique, Revenue Protection
 - **Measurement & Frameworks:** Usability Measurement Systems, Composite Quality Scoring, A/B Testing, Competitive Usability Benchmarking, User Journey Instrumentation