ZiA
UX/UI Designer

www.ziapan.com
ziapan613@gmail.com
(415) 919-9320

Experience

Waywiz - UX/UI Designer

San Francisco, CA
Aug 2023 - Dec 2023

- Led the end-to-end design of an AI-powered travel planning app, integrating budget management and customized itineraries.
- Optimized the user experience, reducing itinerary creation time by 40% through AI-driven personalization.
- Conducted usability tests and competitor analysis, refining features to enhance trip exploration and cost efficiency.

Wheely - Product /UX Designer

San Francisco, CA
Aug 2022 - Dec 2022

- Designed a two-sided platform connecting individuals with disabilities to event helpers, enabling seamless participation in in-person activities.
- Optimized accessibility by developing a time-slot booking system, allowing wheelchair users to select available helpers based on pricing and location.
- Enhanced real-time communication through an integrated chat feature, reducing pre-event coordination time by 35%.

Gulu - UX/UI Designer

Sunnyvale, CA
May 2021 - Jul 2021

- Enhanced digital restaurant ordering through a QR-code-based system, improving order accuracy and efficiency.
- Designed a synchronized ordering system that reduces errors when friends order together, preventing duplicate or missed orders.
- Developed a real-time notification system, ensuring all users at a table receive updates when someone adds a dish.

Pethome - Product /UX Designer

San Francisco, CA
Aug 2020 - Dec 2020

- Developed a boarding app to support all pet owners, including those with special pets, by simplifying the booking process and enhancing communication between owners and sitters.
- Increasing sitter match success rate by 85% through personalized pet profiles.
- Designed a real-time update feature Pet Diary, enhancing user trust and improving app retention.

Education

San Francisco, CA
Sep 2023 - Dec 2025

Academy of Art University
MA - Interaction & UI/UX Design GPA: 3.7

San Francisco, CA
Aug 2018 - May 2023

San Francisco State University
BD - Visual Communication Design
VSCOM GPA: 3.7 Cumulative GPA: 3.5

Skills

Figma	Sketch	Illustrator	In Design	CSS
Adobe XD	Photoshop	After Effects	JavaScript	HTML