

DOMINIQUE ZHAO

CONTACT INFO

(214) 497-8901
dominiquezhao@gmail.com
domzhao.com

ABOUT ME

I started as a corporate graphic designer and then moved into the UX field in 2007, while UX was still in its infancy.

I enjoy working on complex projects that need upfront discovery work. I have a proud track record of juggling multiple projects and delivering end-to-end solutions as a designer.

Yet, in the last five years, I have enjoyed building an efficient, fun, and productive UX team by managing, mentoring, and motivating other designers.

TOOLS

Figma
Axure
Sketch
Invision
Adobe XD
Miro
Mural
Photoshop
Illustrator
InDesign

WORKIVA

REMOTE

LEAD UX DESIGNER

2/2022 – CURRENT

I partner with UX Researcher to discover users' needs and pain points, then create high-level design concepts to facilitate conversations between stakeholders, which contribute to early requirements during the discovery phase of the certification process. I lead the design phase by defining a design strategy and conducting comparative analysis. Using the research data, I work closely with product managers and the development team to refine detailed requirements and translate the requirements to clickable design prototypes, and then validate the designs with researchers.

ALKAMI TECHNOLOGY

PLANO, TEXAS

PRINCIPAL UX DESIGNER

4/2021 – 1/2022

I served as a communicator and gatekeeper to all desktop projects coming from products. I prioritized ad-hoc and planned projects, allocate them to the right designer according to the designer's workload and skillset, and then tracked the progress and results against the roadmap. I coordinated and facilitated meetings between the stakeholders, designers, and standards team to promote collaboration, communication, and design consistency. I also created user research plans and conducted rapid user research using the RITE method to deliver quick results within the XP process.

THOMSON REUTERS

CARROLLTON, TEXAS

USER EXPERIENCE LEAD

4/2017 – 4/2021

I managed and guided 6-10 UX designers through discovery and design phases to create end-to-end solutions for the product teams. I created UX roadmaps and strategies for all UX projects under the ONESOURCE® corporate tax product suite, and then tracked the progress and results for each project in the monthly executive report. I helped the team grow by defining the role requirements, hiring procedures, interview questions, and onboarding processes. I met with my direct reports weekly to stay in tune with their needs and conducted quarterly performance reviews with the designers to keep track of their career goals. During my four years as a lead, I hired more than half of the current Texas team, and I coached, mentored, and promoted two designers to senior level.

SENIOR USER EXPERIENCE DESIGNER

7/2015 – 4/2017

I designed with the product management and development teams to create a holistic user experience for the next generation of ONESOURCE® Tax products, used by corporates and firms. I led a couple of projects from the Discovery phase (interview, survey, workshop, persona, empathy map, and user journey) through the Design phase (workflow, wireframes, interactive prototypes, and user testing), then provided quality deliverables during the Development phase. I brought two other 'blue-chip' products from concept to execution, which were the features at the company's 2017 and 2018 annual client conferences. During my first year with the company, I created the Axure design library for the UX team and contributed to the design system.

DOMINIQUE ZHAO

CONTACT INFO

(214) 497-8901
dominiquezhao@gmail.com
domzhao.com

DEGREE

Ouachita Baptist University
BA in Graphic Design

LANGUAGES

English
Chinese

JCPENNEY

PLANO, TEXAS

SENIOR INFORMATION ARCHITECT

10/2013 – 7/2015

I created the Axure library to standardize the design language and speed up the design process in the team before we adapted to the Sketch tool. My role was to simplify the checkout process across multiple platforms (desktop, tablet, mobile, native iOS, and Android), so I started by brainstorming high-level concepts with product and development stakeholders. Next, I created high-fidelity interactive prototypes to illustrate and validate the designs. I also helped define test scenarios and test scripts with the researchers and participated in all test sessions.

AMERICAN AIRLINES

FORT WORTH, TEXAS

USER EXPERIENCE LEAD

10/2012 – 10/2013

I designed a user-focused solution to promote merchandising products on AA.com. My focus was to optimize the desktop and mobile purchase experience based on user research and passenger behavior, and then I verified the design in usability testing using interactive prototypes.

MEDASSETS

PLANO, TEXAS

SENIOR USER EXPERIENCE DESIGNER

4/2012 – 10/2012

I designed based on the business requirements, test results, user feedback, and company standards to provide a user-centric solution for a suite of healthcare applications.

REMITDATA

PLANO, TEXAS

SENIOR USER EXPERIENCE DESIGNER

7/2011 – 4/2012

I conducted user research and onsite observation with healthcare customers, and I created wireframes, site maps, schematics, feature lists, mockups, and visual specifications for the company.

SABRE HOLDINGS

SOUTHLAKE, TEXAS

SENIOR USABILITY DESIGNER

9/2007 – 7/2011

I designed user-centric interfaces for Airlines and Travel Agency products on multiple platforms (desktop, web, mobile, touch kiosk, and keyboard-driven) by conducting user research, onsite observation, and workshops with customers. I provided design workflows, wireframes, and design documentation, and I also verified my designs through user testing with the human factor team.

VISUAL AND INTERACTION DESIGNER

9/2007 – 3/2008

I defined a style guide and designed visual elements for the Airline Solutions' graphical interface to support the migration and redesign effort of 100+ products to new company standards.