

Antoni (Peihao) Zhang

Senior product designer with 4+ years of UX experience across banking, fintech, healthcare, and e-commerce, spanning B2B and B2C. I bring product strategy and systems thinking to complex problems, balancing usability, accessibility, and scalability for users and the business. U.S. green card holder.

Phone: 4129339539 Email: antoniphzh@gmail.com LinkedIn: [linkedin.com/in/antoni-zhang](https://www.linkedin.com/in/antoni-zhang) Portfolio: antonizhang.com

WORK EXPERIENCE

Experience Designer

PNC Bank

November 2023 – Present

Pittsburgh, Pennsylvania, US

- Led the **end-to-end** design, launch, and ongoing enhancement of key features within the current PNC **Mobile App** and redesign, including Account Summary & Details, Card Free ATM Access, Virtual Wallet Calendar, Credit Score Dashboard, Payment Switching & Direct Deposit with Atomic, Statements & Document, and Account Funding Hub.
 - Streamlined the Direct Deposit switching experience, **reducing setup time by 45%** and driving **2.2M+ user-initiated switches** within six months of launch.
- Contributed to iterations of PNC Mobile **Design System** and supported the core banking experiences, including Bill Pay, Zelle, Cards Hub, and Profiles.
- Conducted **usability and A/B testing**, leveraging **AI tools** to synthesize insights and iterate designs that shaped both user experience and business outcomes.
- Collaborated closely with **product managers** and designers to build **roadmaps**, shape **product strategy**, and validate designs, while partnering with **engineers** to identify defects and ensure high-quality feature delivery.

UX Designer

Neochrome

April 2023 – March 2024

Pittsburgh, Pennsylvania, US

- Delivered and managed digital products across **e-commerce websites**, **credit dashboards**, and internal **analytic tools**, spanning **B2B**, **B2C**, and **SaaS** models.
- Collaborated with **product managers**, **engineers**, and designers to improve and iterate **CX**, **UX**, **UI**, and **visual design**, while conducting **user research**, **usability testing**, and **product validation** to meet client and business requirements.
- Rapid-prototyped 6 checkout flow iterations in one week, streamlining the e-commerce purchase path and driving a **30% increase in client revenue**.
- Designed and iterated a credit platform serving over **60 millions of users** by streamlining customer service, analyzing user feedback, and translating insights into actionable improvements.

Lead Product Designer

Books Beats Box (3BX)

January 2023 – November 2023

Pittsburgh, Pennsylvania, US

- Designed and launched a **Web3**-powered social and **NFT marketplace** platform, attracting **200+ creators** to the launch waitlist.
- Led the **end-to-end** product design process across **desktop and mobile** experiences, including information architecture, user flows, wireframes, hi-fi prototypes, and usability testing to balance user needs and business objectives.
- Built and maintained the **Design System** from **0 to 1**, ensuring a cohesive brand experience across features and platforms while collaborating with marketing team on **SEO-driven content strategy** and growth campaigns.

Product Design Intern

VSP Vision

June 2022 – August 2022

Pittsburgh, Pennsylvania, US

- Designed holistic, **human-centered experiences** for eyewear recycling and resale service models, supporting VSP Vision, in-network optometrists, and brand customers.
- Conducted **qualitative and quantitative research** with internal stakeholders and external users to identify **user needs**, and uncover **opportunity gaps** within the **healthcare** industry.
- Synthesized research insights into **actionable design solutions**, creating **user journeys**, **information architecture**, **wireframes**, and **interactive prototypes** that established a scalable and user-friendly service model.

UX/UI Design Intern

Universe Platform

March 2022 – July 2022

Pittsburgh, Pennsylvania, US

- Led **end-to-end UX/UI** design for the **Web3 NFT** marketplace platform (universe.club) across **desktop and mobile** experiences, contributing to a successful product launch in 2022.
- Conducted **market and user research** to refine user flows and optimize usability while aligning the experience with business goals for both creators and fans.
- Contributed in securing over **\$100K** in startup funding, and supported influencer partnerships with creators reaching **50K+ followers** across multiple social media platforms.

EDUCATION

Carnegie Mellon University - Master of Architecture, HCI & UX/UI Design-focused.

July 2020 – December 2022

Chongqing Jiaotong University - Bachelor of Engineering in Architecture

September 2015 – June 2020

SKILLS

Product Design, UX/UI Design, Service Design, Interaction Design, Design Strategy, Product Roadmap, Design System Information Architecture, Personas, User Journey, Wireframing, Prototyping, Usability Testing, A/B Testing, Market Research, Competitor Analysis

TOOLS

Figma, Sketch, Adobe XD / Photoshop / Illustrator / InDesign, HTML/CSS/JavaScript, GitHub, Claude / Claude Code, ChatGPT / Codex, Microsoft Office / Copilot, Jira / Confluence, Notion, Miro, Slack