

ZHUOJUN(JOCELYN) SUN

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PROFILE

Innovative and user-centered product designer with professional experience in desktop web design and independent app development. Adept at conducting user research and usability studies to create engaging and efficient user experiences. Seeking to leverage expertise in design strategy and research to drive user-centered innovation, shape digital experiences, and translate ambiguity into actionable designs.

EDUCATION

University of Maryland, College Park **College Park, MD**
M.S in Human-Computer Interaction (GPA: 4.0/4.0) *August 2021 – May 2023*

University of California, Berkeley **Berkeley, CA**
B.A in Computer Science *August 2016 – December 2020*
B.A in Cognitive Science

PROFESSIONAL EXPERIENCE

Independent Product Designer & Developer **Remote**
Orvia (Smart Shift Management System) *March 2025 – Current*

- **Designed and launched MVP** of a shift management app for multiple store locations, saving ~3 hours per week and reducing manual entry errors.
- **Built auto-scheduling logic** with Supabase and Next.js to assign shifts based on availability, roles, and recurring patterns, supporting **flexible yet rule-driven** workforce planning.
- Owned end-to-end UX from flows to design system; refined usability through testing and deployed with secure access controls.

Founding Product Designer **Remote**
Early-Stage Startup (Closed) *April 2023 – June 2024*

- **Defined the product vision and design strategy** by identifying key product attributes, aligning with market trends, and uncovering 3 critical user pain points through exploratory research.
- **Designed and delivered the MVP from 0→1**, creating **over 30 mid-fidelity wireframes** in Figma across 8 essential features, while establishing the core elements of the product's **design system**.
- Collaborated with a cross-functional team to develop end-to-end user flows, translating **ambiguous requirements and minimal direction** into clear, user-centered solutions.

UX Research Assistant **College Park, MD**
Democratizing Data *December 2022– May 2023*

- Created **20+ wireframes** for the landing site to effectively communicate the project concept publicly.
- Developed the **information architecture** of the landing site to optimize user experience.
- Facilitated a 1-hour remote webinar and 1-day **in-person workshop** with researchers and agency personnel to market and get feedback on multiple web products.

Product Designer **College Park, MD**
Library of Congress *September 2022 – May 2023*

- **Led 5 design sprints** using the 5-stage process to deliver a **high-fidelity redesign** of an existing web product, aligning problem spaces across platforms into a cohesive long-term vision.
- Contributed to **early-stage ideation** by producing over 10 paper sketches to clearly communicate design concepts, incorporating insights from **usability testing** and **stakeholder feedback**.
- Worked closely with a multidisciplinary team of 5 to streamline design and research workflows, improving efficiency and output within a 2-week period.
- **Synthesized qualitative and quantitative findings** to refine the product's **information architecture** and improve onboarding for a complex, data-rich system.

SELECTED PROJECTS

Product Researcher **Remote**
Realized Solutions *August 2024 – October 2024*

- Conducted competitive analysis of 8 companies, identifying market gaps and proposing high-value product differentiators.
- Defined product workflows from scratch, mapping out key user actions and core functionalities for a new SaaS platform.

UI/UX Designer – Data Visualization

Musical Case Study of Public Sentiment

College Park, MD

September 2021 – December 2021

- Synthesized Covid-19 case data with musical [sentiment analysis](#), examined their correlation, and visualized the results using customized cartograms, bar, and line charts in **Tableau**.

SKILLS

Design & Strategy: 0→1 product design, user flows, MVP planning, information architecture

Research: Exploratory research, usability testing, user interviews, survey design, data synthesis

Execution & Tools: Prototyping, wireframing, Figma, HTML, CSS, Javascript

Languages: English, Mandarin, Cantonese