

✉ zhulingdesign@gmail.com

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LING ZHU

Cross-functional Execution | E-commerce Operations | Process Optimisation

My portfolio: <https://zhulingdesign.com>

Availability: **1 week**

LANGUAGE

- English
- Mandarin
- Cantonese

CORE COMPETENCIES

- Project Planning
- Execution Cross-functional Coordination
- Timeline Risk
- Issue Management
- Stakeholder & Executive Updates
- E-commerce & Digital Retail
- Cross-border Operations
- Process & SOP Optimisation

TOOLS

- Figma
- Jira
- Trello
- Notion
- ChatGPT
- Claude
- Cursor
- Adobe Creative Suite
- Unreal Engine 5

AREA OF EXPERTISE

- **Business Analysis**
- **Operational Improvement**
- **Digital Transformation**
- Stakeholder Management
- Requirements Gathering
- KPI Monitoring & Reporting
- Process Optimisation
- Project Coordination
- Cross-functional Collaboration
- Data-driven Decision Making
- Change Management
- Customer Experience Improvement

EDUCATION

2021-2022

Master's Degree in Interaction Design
The Hong Kong Polytechnic University (PolyU)

2008-2012

Bachelor's Degree in Visual Communication
North China University of Water Resources and Electric Power (NCWU)

EXPERIENCE

Project Manager

Jul 2026 - Present

HongKong YingHua Enterprise Limited

- Coordinate cross-border product projects involving UK and South African clients, Mainland China suppliers, operations and shipping partners.
- Translate client requirements into clear specifications, timelines and supplier actions.
- Track delivery across requirements, quality review, production and shipment, resolving issues that may affect schedule.
- Digitalise internal **SOP and project-tracking workflows** to improve visibility and coordination.

Project Assistant (Freelance)

May 2026 - Jun 2026

Hong Kong Shue Yan University

- Coordinated a short-cycle **VR application improvement project**, translating psychology research requirements into actionable UX and UE5 updates.
- Managed requirement clarification, feedback iterations and implementation handover within a limited project timeframe.

Manager, UX/UI Designer — Product & Project Lead

May 2023 - Aug 2025

RaSpect Intelligence Inspection limited

- Led end-to-end product delivery for AI-powered monitoring platforms, converting enterprise and government requirements into prioritised workflows and implementation plans.
- Served as the main coordination point between clients, product, design and engineering teams, managing requirements, feedback, risks and delivery expectations.
- Drove iterative improvements for platforms serving Disney and EMSD, improving usability by 30% and inspection completion by 70%.
- Established reusable workflows and design standards to accelerate delivery across multiple AI and IoT projects and award-winning with an AEII Silver Award.

Associate Senior Product Designer

Nov 2022 - May 2023

DFI Retail Group Holdings Limited

- Coordinated with product, IT and business teams to deliver digital commerce and payment experiences for the yuu ecosystem serving over 5 million users.
- Managed cross-brand requirements and delivery alignment across Wellcome, 7-Eleven and Mannings.
- Maintained reusable design standards and workflows, supporting consistent and efficient delivery across multiple retail touchpoints.
- Facilitated stakeholder discussions to clarify requirements, resolve design and implementation issues, and support timely project delivery.

Senior UX/UI Designer, ZhenAi

Mar 2017 - Jul 2021

Zhenai Information Technology Co. Ltd., location the top social-dating platform in mainland China

- Coordinated product, design and engineering requirements for a social platform and WeChat Mini Program that scaled from 0 to 200,000 DAU.
- Mapped registration and payment journeys, documented user stories and acceptance criteria, and supported iterative optimisation.
- Contributed to initiatives that increased registration by 20% and payment conversion by 10%.

Earlier roles included UI/UX design and monetization strategy for mobile games and consumer electronics, building foundational skills in **cross-functional collaboration and user-centered requirement definition**.