

Kejia Zhu

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San Francisco, CA

0-to-1 Product Designer with experience in startup environments, translating early ideas into intuitive user flows, high-fidelity interfaces, and scalable product directions through research-driven design and cross-functional collaboration.

WORK EXPERIENCE

Pleasure House - FemTech Company

Product Designer & UI/UX Designer

San Francisco, CA

06/2024 - 02/2025

- Designed the company's early product experience from 0 to 1, including user flows, wireframes, high-fidelity UI, and interaction patterns in Figma.
- Led the UI 2.0 redesign for women-centered user scenarios, translating user needs and product goals into clearer, more intuitive interfaces.
- Conducted user research with target users and domain experts to better understand trust, comfort, and emotionally nuanced user needs, and applied insights to product features and interface decisions. Partnered with engineers on web, chatbot, and Apple Watch experiences, while also contributing to brand identity and AI character interaction design.

StarCharge Americas Corp.

Marketing and Solution Intern

Fremont, CA Hybrid

07/2025 - 12/2025

- Collaborated across U.S. and international teams on conference planning, cross-functional communication, and go-to-market coordination in a B2B battery energy storage (BESS) environment.
- Researched industry conferences, supported budget planning, and created executive presentations to communicate market opportunities and strategic initiatives. Drafted cold outreach emails, translated multinational project documents, and supported stakeholder communication across investors, partners, and internal teams.
- Assisted with government registration and bidding-related processes, gaining exposure to procurement workflows, RFP review, and real-world market operations.

Artopus (Genesis NFT of GiroGiro.AI)

UI/UX Designer

Baltimore, MD

05/2023

- Designed the web-based NFT interaction experience with a focus on usability, visual clarity, and alignment with the product's brand direction.
- Collaborated with the founder and illustrator on interface design, color direction, and interactive flows for the web experience. Explored ways to integrate AI-driven interaction concepts into the product and contributed to early product planning discussions.

ADDITIONAL EXPERIENCE

4C Gallery

Graphic Designer & Gallery Executive

Los Angeles, CA

03/2023 - 05/2025

- Designed exhibition magazines, posters, and branded merchandise across multiple shows, and created digital and print assets to support visitor engagement.

EDI Media Inc.

Graphic Designer

Los Angeles, CA

10/2022 - 02/2023

- Created campaign visuals and contributed to branding and promotional materials for the Chinese American Film & TV Festival.

EDUCATION

California College of the Arts

MFA Interaction Design

San Francisco, CA

05/2026

Maryland Institute College of Art

BFA Graphic Design

Baltimore, MD

06/2022

Skills

Design Skills:

Product Design, UX Design, UI Design, Interaction Design, Web Design, User Research, Wireframing, Prototyping, Information Architecture, Visual Design, Design Systems, Responsive Design, Usability Testing

Software/Tools:

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, AE), Arduino, AI Design & Productivity Tools

Language:

English, Mandarin