

ZHONGHE WEN

Senior UX designer | Senior Product Designer

Driving results with data and execution.

Agentic Workflows

Human-in-the-Loop (HITL)

Scalable Enterprise B2B

Operational ROI

Behavioral Analytics

 [Zhonghe.design](#)

 irena.zhonghe.wen@gmail.com

 404-310-5048

 www.linkedin.com/in/zhonghewen

WORK EXPERIENCE

Amazon, Inc. | UX Designer

November 2021 - Present

- **Strategic Leadership & Alignment:** Orchestrated end-to-end experience concepts across 3+ product verticals, securing **VP-level buy-in** for self-service adoption strategies.
- **Operational ROI & Funnel Optimization:** Designed and optimized multi-step support workflows that eliminated **21K+ weekly manual contacts**, driving **~\$8.7M** in annualized operational savings.
- **Behavioral Analytics & UX Strategy:** Synthesized historical research and usage data to define behavior-based personas, translating patterns into adaptive interaction flows that steered product roadmaps to deliver **~\$3.3M** in annual savings.
- **AI Systems & Interaction Standards:** Established interaction standards for the support domain across three AI tiers: **AI-assisted features** (intent clarification, input enrichment), **conversational patterns** for adaptive user actions, and **agentic experiences** focused on automation boundaries and trust-building between system autonomy and human control.
- **Design Process & Tooling Innovation:** Accelerated concept exploration cycles and design handoff **by 2x** by integrating AI prototyping into the design workflow; empowered 10+ cross-functional PMs with AI tooling and established a new design review process.

ADP, Inc. | UX Designer

July 2018 - October 2021

- **Enterprise Workflow & Call Deflection:** Led end-to-end design of the Year-End Dashboard for enterprise payroll practitioners, guiding payroll teams through W-2 preparation and year-end payroll workflows, contributing to a **20% call reduction**.

ADDITIONAL EXPERIENCE

Independent Content Creator (UX / Consumer Insight)

- **Growth & Behavioral Analytics:** Scaled a cross-platform audience to **48K+ followers** by identifying unique market positioning and executing data-driven content hypotheses to optimize reach and engagement.

EDUCATION

Georgia Institute of Technology

Human Computer Interaction, M.S.
Aug. 2016 - May 2018

Sichuan University

Industrial Design, B.E.
Sept. 2010 - June 2015

SKILLS

AI & Emerging Tech

Agentic interaction patterns · Conversational UX · Human-in-the-Loop (HITL) · Building trust with AI

Vibe coding/AI-assisted prototyping

Builder.io, VScode, Kiro, Claude design, Figma AI, Lovable

Design

Figma · Axure · Sketch · Design Systems · Information Architecture

Research

Behavioral analytics · User journey mapping · Funnel optimization · User Persona · Data-informed decision making

Leadership & Collaboration

Applied Scientist partnership · Cross-functional stakeholder alignment