

Wenshu (Serena) Zhang

Senior Product Designer

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linkedin.com/in/serena-zhang-621b2822 | English / Mandarin | U.S. permanent resident

PROFILE

Product designer with 15+ years across FOSHO AI, GitHub, Microsoft, Xamarin, and Google Nest. Combines research, interaction design, and visual craft across AI tools, education, and enterprise workflows.

WORK EXPERIENCE

Independent work

2023-present

Independent Designer & Content Creator

- Developing HANZI Bricks, an unreleased Chinese-learning product, exploring character-learning flows, visual explanations, and recall feedback.

FOSHO AI

Mar 2025-Jul 2026

Senior Product Designer | Contract | Remote

- Designed AI-assisted strategy and media-planning flows, including guided briefs, reviewable recommendations, editable strategies, and downloadable plans.

GitHub

Apr 2020-Dec 2023

Senior Product Designer | Contract | Sep 2022-Dec 2023

Product Designer | Full-time | Apr 2020-Nov 2023

- Led design for Classroom onboarding and Global Campus student experiences, clarifying account, organization, and classroom creation flows.
- Redesigned Education site structure and visuals; designed the Octernships experience and refined Honor Roll verification and information collection.
- Conducted user research and interviews, tested designs with PMs, followed post-launch feedback, and mentored junior designers.

Microsoft

Mar 2016-Apr 2020

Product Designer | Nov 2017-Apr 2020

UI/UX Designer | Mar 2016-Jan 2018

- Designed Azure DevOps billing, onboarding, and People Hub workflows for access, invitations, subscriptions, group rules, and bulk operations.
- Designed the Azure DevOps marketing website and Xamarin University user flows; partnered with engineers on implementation.

Xamarin

Jan 2014-Mar 2016

Senior Visual Designer | Jan 2016-Mar 2016

Visual Designer | Jan 2014-Dec 2015

- Designed Xamarin Evolve identity, promotional materials, and website / mobile experiences; partnered with an external agency on delivery.

Google Nest

Jul 2013-Jan 2014

Designer

- Created marketing graphics and product UI mockups for the first-generation smoke alarm launch website; supported engineering implementation.

Rods and Cones

Jul 2013-Aug 2013

Visual Designer | Brand identity

EDUCATION

Academy of Art University - Master of Graphic Design

Beijing Institute of Graphic Communication - Bachelor of Fine Arts / Visual Communication

SKILLS & TOOLS

User research, interaction design, UI/UX, information architecture, wireframing, visual design, art direction

Figma, Adobe Illustrator, Adobe Photoshop, Midjourney, ChatGPT