

Maxine Zhou

Product Designer | UX/UI | Design Systems

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SUMMARY

Product designer with three years' experience across B2B SaaS and 0-to-1 consumer products, working end to end from discovery and Figma prototyping through to launch. At Convex Insurance I was the sole designer on the redesign of an underwriting platform used by 18 teams, projected to save 45+ hours a month, and the main contributor to a design system migration across 16 enterprise products, cutting custom components by 94% on the pilot product. I validate design decisions with behavioural data, including funnel analysis, heatmaps and session recordings. I pick up unfamiliar domains quickly and use AI tools such as Claude Code and Figma Make in my everyday workflow.

EXPERIENCE

Product Designer, Pangaea Creative

Mar 2024 – Present

Client-facing role, embedded within client product and engineering teams

London, UK

Convex Insurance (client): underwriting platform, AI contract analysis product, enterprise design system

- Redesigned the internal underwriting platform as sole designer. Analysed 7,090+ sessions and found only 46.1% of users reached the main detail page. Used funnel analysis, heatmaps and session recordings to trace why users relied so heavily on the back button. The redesign was projected to save 45+ hours/month across underwriting teams and shipped after handoff.
- Owned end-to-end design for an AI-assisted contract analysis platform, bringing workflows scattered across 5+ tools into one product for reviewing 200+ insurance contracts. It shipped and has since been white-labelled by the AI development partner, which now sells it as a service.
- Defined problem statements, user flows, user journeys and MVP scope with Product and Engineering, designing to technical constraints and staying involved through implementation to launch.
- Main contributor to a design system migration across 16 enterprise products, reducing custom components by 94% on the core product pilot through 49 tokenised components, full documentation and Storybook integration.
- Established and ran the design system governance model aligning 10 designers across 3 agencies, through workshops, design critique and usage audits.

Pre-launch startup (client): Lead Product Designer, 0-to-1 screen-free audio product for early years

- Defined and designed the companion app (42 MVP features) for a Kickstarter launch, coordinating an industrial design studio, two engineering teams and the founder.
- Kept design moving with 46 hardware dependencies unresolved by introducing a “decided-by-default” method that triaged written assumptions by rework risk. Of the four assumptions later proved wrong, none required a screen redesign.

Web & accessibility (multiple clients)

- Designed and iterated on websites for Convex Insurance (analytics-led improvements), a Web3 platform and an arts foundation.
- Led accessibility for a luxury travel client, building a reusable WCAG knowledge base organised by user need.

Junior Product Designer, Radically Digital

Oct 2023 – Jan 2024

UI-focused role, streamlining designs to reduce technical debt for development team

London, UK

- Delivered interaction design and prototyping for client pitches, including a successful proposal for JCDecaux.

SKILLS

Design: UX/UI Design, interaction design, information architecture, design system governance, user flows, rapid prototyping, accessibility and inclusive design (WCAG)

Research: User and stakeholder interviews, contextual enquiry, user journey mapping, usability testing, behavioural analytics (funnel analysis, heatmaps, session recordings)

Tools: Figma, FigJam, Storybook, Adobe Creative Cloud, Miro, Jira, Confluence, Claude Code, Figma Make

EDUCATION

Brunel University London

Oct 2021 – Dec 2022

Master of Science in Integrated Product Design

Sichuan Fine Arts Institute

Sep 2017 – Jun 2021

Bachelor of Arts in Public Art