

David Z. Qin

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Experience

Nike - Senior User Experience Designer

2023 - 2025 New York City, NY

- Led design for 0-1 products for Valiant Labs, Nike's digital incubator (confidential)
- Led the design of the end-to-end UX flow for [Nike AthleteHQ](#), a mobile and web application ecosystem aimed at fostering engagement and support (media, mental health, etc.) for Nike's 9,000 branded athletes, including LeBron James and Serena Williams.
- Designed a comprehensive mobile onboarding experiences to ensure a seamless integration for athletes into the AthleteHQ ecosystem.
- Created a web analytics application for Nike Sports Marketing, enabling the monitoring of user behavior and utilizing data to refine and optimize athlete engagement.
- Collaborated cross-functionally with data science, product, marketing, and senior leadership to implement surveys within the application, effectively capturing athlete insights.

OpenStore - Product Designer

2022 Miami, FL

- OpenStore acquired and operated 50+ DTC brands at scale - aimed at merging into a boutique mall on the internet
- Designed OpenStore Social Listening - a web AI generated ad copy search engine to maximize in-house brand marketing efficiency. Designed an ad content search engine that allow marketing operation to search for Amazon, Shopify, and Gorgias reviews for any product to extract and rank concepts by occurrence. A key feature was the discovery dashboard that used Google AI to auto-generate unique and authentic ad copy based on social listening concepts
- Launched 0-1 products on expedited timelines and delivered key milestones for 2022 launch moments (confidential)

Shopify - Product Designer

2020 - 2022 Remote, Toronto, Canada

- Designed the end-to-end flow of redesign of [Configurations Manager](#), an internal tool as source of truth for warehousing robot deployment and updates, for responsive web as the Lead Designer on the project.
- Translated business and consumer needs for optimized product features and both business and user satisfaction.
- Created user testing plan to understand specific use-cases and user journeys including edge-cases and mockups for A/B testing.
- Translated results into finalized high-fidelity UI mocks, redlines, and spec guidelines and provided Engineer support for implementation.
- Collaborated with Product Managers, UX Researchers, Senior Designers, and UX Writers throughout the product design cycle.

University of Waterloo - Design Researcher

2017 - 2020 Waterloo, Canada

- Designed external [human-machine interfaces to enhance perceived urgency, safety, and emotional comfort for pedestrians when interacting with automated vehicles](#) and conducted an online extensive survey on Amazon Mechanical Turk
- Conducted quantitative and qualitative analysis on data collected from over 100 participants

Nurhachi - Co-Founder

2015 - 2016 Waterloo, Canada

- Built a team of 5 to launch an online microgrid manager- to manage distributed energy storage and generation online in Ontario - and won \$60,000 through pitch competitions and entrepreneurship awards

Education

University of Waterloo

M.A.Sc in System Design Engineering

2017 - 2019 3.9/4.0

Thesis: [Design and Evaluation of External Displays for Automated Vehicles for Pedestrian Safety](#)

University of Waterloo

B.A.Sc in Electrical Engineering

2011 - 2016

International exchange - Nanyang Technological University, Singapore, was member of NTU's Varsity Swim Team

Skills

Design

Product Design • UI Design • Interaction Design
• Visual Design • User Research • Information Architecture • Wireframing • Prototyping • Usability Testing • Data Analysis • Illustration • Design Systems

Software

Figma • Sketch • Miro • Adobe CC (Photoshop, Illustrator, InDesign) • 3D Studio Max • HTML • CSS • Javascript • Python • SwiftUI • Git • Jira • SQL

Distinctions

[Norman Esch Entrepreneurship Award](#) - winner of senior engineering design capstone project at University of Waterloo (6/500+ Projects), 2016

13th International Persuasive Technology Conference - Chair in Communication and Social Media, 2018

Human Factors and Ergonomics Society, Waterloo Chapter - President, 2017

Publication

David Z. Qin, Colette McKee, Sarah Young, Murat Dikmen, Yeti Li, Shi Cao, Catherine M. Burns., (2019) An Integrative Literature Review of the Impact of Automation on Team Characteristics, Defence Research and Development Canada, Contract Report, DRDC-RDDC-2018-C173