

Maxine Zhou

Product Designer | AI-Powered Products | UX/UI

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Summary

Product designer with hands-on experience owning end-to-end design for AI-powered SaaS products in fast-moving environments. Comfortable working across the full design process, from initial research insights through to shipped product. Background spans consultancy, enterprise SaaS and AI products, with a strong focus on complex workflows, data-informed decisions and scalable design systems.

Experience

Pangaea Creative (London)

Product Designer (UX/UI)

Mar 2024 – Present

UX/UI Design

- Owned end-to-end design for **AI-assisted contract analysis platform** supporting review of up to 200+ insurance contracts, conducting stakeholder interviews, defining information architecture, iterating design based on user testing, and delivering dev-ready specs (includes all component states, edge cases and error scenarios).
- Led UX redesign for internal underwriting platform used by 18 underwriting teams, supporting **2700+ monthly sessions** and 224 hours of active usage per month.
- Leveraged **behaviour data (funnel analysis, heatmaps, session recordings)** to identify the root cause of back button dominance and delivered design recommendations that tackled the inefficiencies in the workflow and potentially **saved more than 45 hours** per month across underwriting teams.
- Defined problem statements, user journeys and MVP scope in close collaboration with PMs and dev teams, ensuring design decisions were grounded in technical feasibility and business viability.

Design System Design

- Main contributor to the design system migration across **16 enterprise products, reducing custom components by 94%** (on core product pilot) through delivery of 49 tokenised components, full documentation and Storybook integration.
- Drove **new component and pattern implementation**, running workshops to capture design team needs, translating insights into scalable, convention-led patterns, and collaborating with developers to maintain quality throughout.
- Established governance model aligning 10 designers across 3 agencies through workshops, knowledge sharing sessions, and usage audits.

Radically Digital (London)

Junior Product Designer

Oct 2023 – Jan 2024

Delivered interaction design and prototyping for client pitches, including a successful proposal for JCDecaux. Role concluded due to team redundancy.

Education

Brunel University London

Oct 2021 – Dec 2022

MSc Integrated Product Design

Skills

Tools: Figma, FigJam, Storybook, Adobe CC, Miro, Jira, Confluence, AI tools (Claude, Figma Make)

Design: Product Design, UX/UI Design, Interaction Design, Information Architecture, Design Systems, Illustration