



Arthur Zhu



DESIGNER | PRODUCT

VISA STATUS | Unbefristet/ EU permanent work

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BIOGRAPHY

Product Designer / UX Designer with experience in B2B platforms, design systems, user research, and stakeholder collaboration across fintech, e-commerce, and service products. Strong background in complex information structures, hands-on prototyping, and cross-functional product work. Comfortable working in German and international teams. After gaining experience across consulting and startup environments, I am now focusing on long-term, stable product environments.

Produktdesigner/UX-Designer mit Erfahrung in B2B-Plattformen, Designsystemen, Nutzerforschung und Stakeholder-Zusammenarbeit in den Bereichen Fintech, E-Commerce und Dienstleistungen. Fundierte Kenntnisse komplexer Informationsstrukturen, praktischer Prototypentwicklung und interdisziplinärer Produktarbeit. Erfahrung in der Arbeit in deutschen und internationalen Teams. Nachdem ich Erfahrungen in Beratungs- und Startup-Umgebungen gesammelt habe, konzentriere ich mich nun auf langfristige, stabile Produktumgebungen.

PROFESSIONAL SKILLS



Design Tools

Adobe CC	●●●●●●●●●●
Sketch	●●●●●●●●●●
Figma	●●●●●●●●●●
Adobe Affect Effect	●●●●●●●●●●
Figma Code	●●●●●●●●●●
Maze	●●●●●●●●●●
HTML/CSS/Javascript	●●●●●●●●●●
Principle	●●●●●●●●●●
AI(gemini,GPT)	●●●●●●●●●●



Design Skills

Design systems	UI/UX Design
Project Management	Interaction Design
Complex workflows	Wireframes
User Research	Rapid Prototyping
Bilingual background	Usability

EXPERIENCE



From Dec 2017 - Jan 2019

WERKSTUDENT PRODUCT DESIGN

REWE Digital, Köln



From June 2019 - Dec 2019

JUNIOR PRODUCT DESIGNER

Capgemini, Berlin



From Jan 2020 - July 2020

JUNIOR PRODUCT DESIGNER

VAI Trade, Berlin



From Aug 2020 - Jan 2023

PRODUCT DESIGNER

Elinvar, Berlin



From Feb 2023 - Present

PRODUCT DESIGNER

Flightright, Berlin

LANGUAGES



HOBBIES & INTERESTS



Cinema



Music



Batman



Traveling

EDUCATION



From July 2011 to April 2015

Product Design BA

Shu Ren University,
Hangzhou, China



From August 2016 to April 2019

M.A. in Product/Media Design

University of Bauhaus Weimar,
Weimar, Germany

RESPONSIBILITIES

○ **From Jul 2017 - Jan 2019**
WERKSTUDENT PRODUCT DESIGN
REWE Digital, Köln



- Contributed to the development of a design system to improve consistency and usability across the platform.
- Designed user experiences for brands including PENNY, REWE City, and REWE Lieferservice
- Collaborated with product, engineering, and cross-functional teams to deliver features across web and mobile platforms
- Introduced motion design concepts to enhance user experience and engagement
- Supported user research and usability testing to inform design decisions

○ **From Jun 2019 - Dec 2019**
JUNIOR PRODUCT DESIGNER
Capgemini, Berlin



- Worked on UX projects for enterprise and public-sector clients.
- Collaborated with stakeholders to deliver design solutions
- Facilitated design workshops and supported project delivery

○ **From Jan 2020 - July 2020**
JUNIOR PRODUCT DESIGNER
VAI Trade, Berlin



- Collaborated with product managers and engineers to define and deliver effective design solutions
- Delivered end-to-end UX design from concept to final handoff to engineering
- Created wireframes, user flows, and interaction concepts to improve usability of complex workflows

○ **From Aug 2020 - Jan 2023**
PRODUCT DESIGNER
Elinvar, Berlin



- Designed UX for a complex B2B fintech platform (PaaS), improving usability of data-heavy workflows
- Structured and simplified complex information architecture for business clients
- Conducted user research (Maze) to validate design decisions and improve product direction
- Delivered end-to-end design for new features in close collaboration with engineering and product leadership
- Aligned design solutions with stakeholders including CTO and C-level teams

○ **From Feb 2023 - Present**
PRODUCT DESIGNER
Flightright, Berlin



- Built and maintained a design system for the claim-check product
- Collaborated with product leadership and stakeholders (CTO, Product Lead) on the redesign of key user flows
- Improved conversion rate by 5%, contributing ~€3M in additional revenue