

Leon Zeng

Product Designer



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Work Experience

Muse - Product Designer

Aug 2025 - Present / SARATOGA, CA

Led 0→1 product design with the founding team, taking the platform from concept to MVP in **4 weeks**. Built comprehensive **mobile + desktop design systems** (components, tokens, interaction states) and translated high-fidelity Figma prototypes into production-ready specs.

Aided development by implementing UI components and polishing responsive layouts alongside engineers, bridging design and code to ship a functional web app end to end.

Partnered with Tianjin University on UX research with a class of 100+ students, analyzing usage data and feedback to identify friction points and drive iterative improvements.

Genellipse Inc. - Product Design Intern

Apr 2024 - Sep 2024 / TORONTO, ON

Increased visitor engagement by 35% in 3 months through leading a redesign of the company website.

Prototyped and implemented user interfaces for Genellipse's AI solutions GeneData, GeneSecure, and KiskadeeAI, with a focus on data intelligence and cyber security.

Anoo - UX Design Intern

Apr 2023 - Sep 2023 / TORONTO, ON

Designed a sound-based mobile game for the Digital Wellness Centre at MyStride, resulting in higher user retention through refined user flows and prototypes.

Revamped Doodles by auditing and implementing player feedback through enabling players to communicate with the design team directly.

UWaterloo Haptics Lab - UX Research Assistant

Sep 2022 - Apr 2023 / WATERLOO, ON

Collaborated with Games Institute researchers to redesign the UW HX Lab's Haptiverse. Conducted cognitive walkthroughs to analyze user journeys, identifying and addressing several key usability issues.

BitSwap Exchange - Product Designer

Apr 2021 - Sep 2021 / TORONTO, ON

Designed the landing page and a web app, enabling over **\$4 million in trading volume**, over **5000 registered users**, and a **\$10 million valuation within two months**. Led design critiques and wrote blog posts to facilitate onboarding for new users and investors.

Education

University of Waterloo

Sep 2021 - Aug 2025

B.A Communication Arts & Design

Skills

Tools: Figma · Adobe XD ·

Photoshop · Premiere Pro · Jira ·

GitHub · Notion · Slack · Miro ·

Trello · Asana

Design: Interaction Design · Visual Design · UX Research · Product Strategy · Usability Testing · Prototyping · Accessibility

Development: HTML/CSS · React · Next.js · TypeScript · JavaScript · Tailwind · Vercel

Collaboration: Agile · Design Critiques · Adaptability · Communication · Public Speaking · Conflict Resolution

Projects

PogPoints - Twitch Hackathon

Feb 2021 - Mar 2021

Conceptualized and designed an app to gamify audience interaction with their favorite streamers through fun reward distribution using Twitch's Channel Points API.

AuditPal - DocuSign Hackathon

Jul 2021 - Aug 2021

Designed an app to optimize the process of reviewing and approving conservation maps in accordance to Open Conservation Standards for the Jane Goodall Institute during the DocuSign Good Code Hackathon.