JERRY WANG

I spent the last 7 years designing products and brands that work as one, shaping how customers feel and turning that feeling into growth: made a new fintech feel trustworthy, made a series-A startup look established, and made Zoom look young. Based in Toronto, Canada.

EXPERIENCE

Oct 2025 - Now
Zoom

Product designer / Toronto (Remote)

- Leading user growth of Zoom AI Productivity Suite and My Notes

Sep 2023 - Oct 2025
Rootly

Senior product designer, creative director / Toronto (Hybrid)

- Founding designer
- Helped **5x our revenue** during my time there
- Led design for Rootly On-Call (0→1) across web and mobile
- Led design for Rootly AI SRE (0→1), currently in beta
- Redesigned the company brand and website

Feb 2023 - Jun 2024
TBD Studio

Founder, creative director / Toronto

- Started my design studio and worked with some early-stage startups on their 0→1 products and websites

Nov 2019 - Feb 2023
LEX Markets

First hire, founding designer / New York (Remote)

- Shipped our waitlist, core product, and growth product (web and mobile)
- Increased the brokerage account creation rate **from 14% to 25%**
- 16k+ signups, 4k+ brokerage accounts, and **$6.5M+ customer funds**
- Designed our website and achieved **10% signup conversion rate**
- Established our product design system

EDUCATION

Undergraduate

New York University (Campus: Shanghai, New York)

- Bachelor of Science
- Major: Interactive Media Arts
- Minor: Computer Science

jerry.wang.zh@gmail.com / www.jw.works / LinkedIn / Twitter