

Eugene Zhu

Product Designer

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Experience

Illuminate Universe / User Research Intern

May 2023 to Jul 2023

Conducted comprehensive user research using both primary and secondary methods, streamlined the findings into concise and actionable insights, and iterated on a development plan to enhance the company's core strategies.

Goodself / Visual Design Intern

Sep 2022 to Apr 2023

Created marketing materials, designed new UX features, conducted heuristic evaluations of the mobile application, and served as a liaison between the design and development team.

BMO Radicle / UX Design Intern

May 2022 to Aug 2022

Conducted competitive analysis by performing market/user research, created user flows, journey maps, and workflow diagrams of the software, and performed UX audits to discover key areas of focus.

Projects

Climatic Crisis / User Researcher and Designer

Oct 2021 to Dec 2021

SFU FCAT UGC award winning project. Led research sessions, implemented user feedback, and created game prototypes. Designed and produced both video trailers for the game.

Education

Simon Fraser University

Sep 2018 - Dec 2023

B.A. in Interactive Arts and Technology

Concentration in Design / Media Arts

Design Competencies

Skills

Prototyping | Wireframing | Ethnography
User Research | Information Architecture
Mockups | User Personas | User Flows
A/B Testing | User Journeys

Tools

Figma | Adobe Creative Suite | Sketch
Framer | UXPin | Axure | Canva
Microsoft 365 Suite | Miro | Jira | Notion
VS Code | HTML | CSS | Javascript | Java

Awards

SFU FCAT UGC Award Winner

Spring 2022

SFU Dean's Honor Roll

Fall 2021