# Eugene Zhu
Product Designer

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## Education

**Simon Fraser University**

Sep 2018 - Dec 2023

**B.A. in Interactive Arts and Technology**
Concentration in Design / Media Arts

**Courses**

Graphic Design | Information Design
Human-Computer Interaction | Interface Design
Web Design | Interaction Design Methods
Speculative Design | User Experience Design

## 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
Excel | Miro | Jira | Notion | VS Code

**Languages**

HTML | CSS | Javascript | React

## Awards

**SFU FCAT UGC Award Winner**
Spring 2022

**SFU Dean's Honor Roll**
Fall 2021

## Experience

**SFU Blueprint / Product Designer**

Sep 2023 to Present / Burnaby, BC

- Led design initiatives as an early SFU chapter team member
- Currently developing the official SFU Blueprint website

**Illuminate Universe / User Research Intern**

May 2023 to Jul 2023 / Toronto, Ontario

- Coordinated the research of UX improvements focused on optimizing Illuminate's business academy for over 300 students
- Conducted 22 in-depth interviews with students and Illuminate's core team, gathering primary research to implement a new marketing and curriculum plan for Illuminate Academy
- Integrated research insights into Illuminate Academy's marketing strategies and curriculum, ensuring consistency and the establishment of best practices

**Goodself / Visual Design Intern**

Sep 2022 to Apr 2023 / Toronto, Ontario

- Grew Goodself app to over 3000 users in 4 months from release
- Concepted and designed 10 unique features for the app on Figma, refining the company's visual identity and branding
- Redesigned 16 major visuals and graphics for Goodself's consumer-facing software and website, improving consistency and visual communication
- Collaborated with the marketing team to create marketing materials, producing over 50 advert designs

**BMO Radicle / UX Design Intern**

May 2022 to Aug 2022 / Calgary, Alberta

- Devised 3 variations of a save filter prototype on Figma, improving client usability and time efficiency by 50%
- Conducted 13 interviews, gathering key insights from primary stakeholders to improve the user experience of the platform
- Discovered and resolved over 10 usability errors on the app through UX audits, implementing best practices to fix each
- Led the creation of workflow diagrams and journey mapping, defining the user flow for 5 different features and software