Rae Zhang

561 Sherbourne St,
Toronto ON M4A 0A1

587-974-7707
junwei.zhang@mail.utoronto.ca

Professional Profile

Emerging UX designer. Skilled graphic creator. Expert in creating impactful and engaging digital experiences. Passionate about designing seamless and enjoyable experiences for people

Education

Bachelor of Information   2024

Faculty of Information, University of Toronto *(expected)*

Representative Courses: Computational Reasoning, Data Science, UX/UI Design Studio, Interactive System Design, Ethics & Policy in Tech, Information Practice in Organization

Diploma of Arts and Cultural Management   2017 - 2019

Faculty of Fine Arts and Communications, MacEwan University

University Student Undergraduate Research Fund (2019)
University Undergraduate Student Research Initiative Fund (2019)
International Education Abroad Award (2019)

Representative Courses: Audience Development, Business Computing, Fundraising Proposal, Not-for-Profit Organization Management

Selected Projects

User Research for University Food Truck Service   2022
Course Project (INF352H – Information Design Studio)

- Conducted user interviews to determine need for effective information use among a diverse group of university community members.

- Analyzed collected data to find out potential problems for target audiences and ideate possible solutions.

- Prepared user research reports including user profiles, persona, project scope, first and secondary research, journey map, and app wireframes.

Web-App Redesign and Prototype for Piazz

2023

Side Project

- Conducted user interviews to find out the pain points for current web platform, and build re-design scope based on the feedbacks.

- Collaborate with software developers to build a feasible web-app with higher readability and smoother user flow.

Professional Experience

Graphic Designer

2022 - Present

Propel Impact, Toronto

- Collaborated with a cross-functional team to design a more accessible and inclusive for potential program participants

- Applied agile methodologies to prototype the company's website landing page, and drove feature prioritization, development, and strategy through close collaboration with the marketing team.

Social Media Director

2018 - 2021

Fantuan Delivery, Vancouver & Edmonton

- Developed a road map to deliver an integrated marketing strategy, including conducting data analysis and market research, collecting feedback from stakeholders, and delivering a final vision-based report.

- Led a cross-region team of marketing specialists and designers to digitally transform the brand to improve user experience, improved the user return rate by 50%.

- Supervised and trained new social media interns.

- Design and conduct online and offline marketing campaigns using agile methodology, delivered online ads, app push, store posters, window clings, and airport ads to over 50,000 users across 5 major cities including Vancouver, Victoria, Calgary, Edmonton, and Saskatchewan, increased new user registration rate by 35%.

Volunteer Experience

Graphic Designer

2023

Machine Intelligence Student Tean, University of Toronto

Gallery Interpreter

2022

Department of Museum Volunteers, Royal Ontario Museum

Additional Experience

Customer Service Representative   **2019 - 2021**
Bank of Montreal, Edmonton

Skills and Qualifications

Design Thinking	Power BI	Invision
Market Research	Microsoft Office	Figma
Balsamiq	Adobe Creative Cloud	Miro
Adobe Creative Cloud	Usability Testing	Blender
Prototyping	Axure (novice)	R Studio