Winston Zhao

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Internships

Seeking S25 opportunities

Product Design Intern @ Full Sprint

`REMOTE` `SAN FRANCISCO`

FEB 2024 - AUG 2024

Collaborated on the redesign of Heatmap.com's analytics platform, focusing on improving the user experience for small business owners analyzing website interactions. Conducted thorough competitive analysis and platform information architecture evaluation to identify key pain points, including scattered features, inconsistent UI patterns, and navigation bottlenecks in the existing interface.

Developed and presented a high-fidelity, interactive prototype that introduced a unified design system, streamlined navigation with pinned items, and enhanced data visualization capabilities across heatmaps and screen recordings. The redesign incorporated collapsible menus, dedicated list views, and improved data cards, receiving positive stakeholder feedback for its cohesive visual language and intuitive information architecture. Created detailed documentation and user flows to support future implementation and scaling of the platform.

Experiences

Director of Design @ GBDA Society

`WATERLOO`

DEC 2024 - PRESENT

Overseeing the design efforts for the GBDA Society, including brand design. Led and launched the first redesign of the GBDA Society logo since 2016, modernizing its visual identity and ensuring consistency across platforms.

Founder @ MuniSync

`WATERLOO`

MAY 2024 - PRESENT

Conceptualized and articulated the vision for the MuniSync app and service. Recruited and currently leading a new design and development team. Engaged with local municipalities to discuss service potential, present demos, and gather positive feedback and innovative ideas. Currently running as an early stage startup.

Co-Founder & Product Designer @ Elapse

`REMOTE` `TORONTO`

NOV 2022 - JAN 2025

Designed the Elapse mobile app for the Vex Robotics Competition. Recruited and led a team of eight to develop and publish the app. Received positive feedback from the robotics community. Currently 2000+ installs globally.

Club Lead @ UHS Interface

`MARKHAM`

JUN 2023 - JUN 2024

Founded and co-led a User Interface Design Club at Unionville High School. Taught students the fundamentals of user interface design. Organized and hosted monthly design challenges to foster practical learning and creativity.

Education

University of Waterloo

2024 - 2029

Global Business & Digital Arts (GBDA) with co-op

Unionville High School

2020 - 2024

STEM Program OSSD

Community

Hackathons

GeeseHacks 2025	Design workshop host & judge
UofTHacks 12	Harboris
UWUX Fuse	CoCart
Hack the North 2024	Ted Productivity App
YR Hacks 2024	YRConnect
Alicehacks 2023	Hopper Hangout

Awards

First Place	UWUX Fuse Designathon	2024
Second Place	YR Hacks	2024
Best Design	Alicehacks	2023
Honors	Awwwards.com	2023
Design Award	Vex Robotics Competition	2023
Second Place	Skills Ontario Web Design	2022

Skills & Tools

UI/UX Design, UX Research, Design Systems, Human Centred Design Process, Graphic Design, Brand Design, Frontend Development, and Team Leadership

Figma, Sketch, Adobe Creative Suite, JavaScript, HTML/CSS, Dart/Flutter, Kotlin/Jetpack Compose, Swift/SwiftUI, React, C++, and Python