

Siyun Zhao

+1-647-868-9752
zhaosiyun905533@gmail.com
linkedin.com/in/siyunzhao

OBJECTIVE

Dynamic UI/UX design professional with 5 years of experience in digital product design, user research, wireframing, information architecture, and interface design. Adept at designing for both desktop platforms and mobile devices in agency and enterprise environments, locally and remotely. Eager to leverage my skills to enhance user experiences and improve product and service quality as a UI/UX Designer at your company.

HIGHLIGHTS OF SKILLS

DESIGN

Created Wireframes
Designed Interfaces
Style Tiles
Journey maps
Rapid Prototyping
Personas
User research
User testing / Usability testing
Information architecture
User centric design
Interactive Prototypes
User Flows
Visual hierarchy
Building accessible design
Agile UX practices

PROJECT MANAGEMENT

Created Project Timelines
Agile Development Principles
Scheduling deliverables as per timelines
Documentation
Facilitate online meetings with video platforms
Understand and work through product lifecycle

SOFT SKILLS

Adaptable
Work with short timelines
Quick learner
Problem solving
Empathy
Identifying bottlenecks
Stacking
Customer Experience
Conflict Resolution
Collaboration
Works Independantly
Communication / interpersonal skills
Working with cross functional teams
Attention to detail
Conceptual thinking
Organized

DIGITAL MARKETING

Created banner ad
Created social media content - graphics

DEVELOPMENT

HTML
CSS
Javascript

WORK EXPERIENCE

3/2019-7/2021

UI/UX DESIGNER

Tuss Information Technology Co., Ltd (Shanghai, China)

--User Research: Conducted interviews with core users, organize user demand, and analyzed competitors' reports.
--Interaction Design: Developed user flows and information architecture, and designed interactive interfaces.

Key Achievements:

Enhanced User Experience: Increased customer satisfaction by 35%.
Standardized Component Library: Improved development efficiency while accommodating diverse client customization needs.

4/2017-2/2019

UI DESIGNER

KidsTool Technology Co., Ltd (Shanghai, China)

--Prototyping and Wireframing: Developed wireframes and prototypes to tailor user interfaces for teachers and parents on one platform.
--Style Tile Creation: Created style tiles to ensure consistent visual design, simplifying complex tasks for diverse users.

Key Achievements:

Facilitated Digital Transition: Successfully transitioned educational tools from paper-based to digital formats.
Enhanced User Engagement: Improved usability, leading to increased engagement across varied user demographics.

EDUCATION BACKGROUND

9/2009-6/2013

BACHELOR'S DEGREE COURSE

URBAN LANDSCAPE DESIGN

Soochow University (China)

9/2022-4/2023

POST-GRADUATE CERTIFICATE

DIGITAL PRODUCT DESIGN

Sheridan College (Canada)

9/2023-4/2024

POST-GRADUATE CERTIFICATE

INTERACTIVE MEDIA MANAGEMENT

Sheridan College (Canada)