

Weinna Zheng



weinna.ca



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in/weinna-zheng

Experience

UW Blueprint

Graphic Designer
May 2023 - Present
Waterloo, ON

Designed and planned **40+ promotional graphics** for UW Blueprint's Instagram page, **increasing engagement by 21%**

Collaborated with the UWBP executive team and other UW clubs to plan **5 Blueprint events**, hosting an average of **120 participants per event**

Created the official UWBP Brand Design System to be used by all **350+ UW Blueprint members**

UofTHacks 11

Graphic Designer
May 2023 - Present
Toronto, ON

Designed **30+ social media posts** for the official UofTHacks Instagram and LinkedIn pages, promoting UofTHacks 11

Created **3 iterations** of brand guidelines for UofTHacks 11 in collaboration with design team and lead

Education

University of Waterloo

Global Business and Digital Arts,
Computing Minor
Sept 2022 - Apr 2027

Skills

Tools/Languages

Figma, Photoshop, Illustrator, InDesign,
HTML/CSS, JavaScript, Python, C, SQL

Design Skills

Design Thinking, Wireframing, Prototyping,
User Interviews, Storyboarding, Design
System, Visual Design, Branding

Relevant Courses

Google UX Cert. | May 2023
Foundations of UX Design

GBDA 210 | Dec 2023
Introduction to UX Design

GBDA 228 | Dec 2023
Digital Imaging for Online
Applications

Projects

ProjectPals | Sept 2023
Graphic & Product Designer
Best Pitch Award @ Ctrl + y Designathon

weinna.ca | Dec 2023
Web Designer | HTML/CSS