

# ALFRED (YI) ZHANG

CONTACTS

[A UI/UX Designer with an edge on Visual Design and Graphics. I aim to improve people’s life through tackling difficult design challenges and creating sensitive and reliable design solutions. Let’s “coffee” over the future of design and computational aesthetics.](https://alfredyizhang.com/About-Me-1)

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# SKILLS - UI/UX DESIGN AND SOCIAL SCIENCE RESEARCH

Visual Design, Graphic Design, User Research, Qualitative and Quantitative Research, Marketing, Report Writing, Media

EXPERIENCE EDUCATION

[Visual Design, Co-op](https://alfredyizhang.com/RBC-Mobile)

[Mobile Banking, Royal Bank of Canada](https://alfredyizhang.com/RBC-Mobile)

[May 2018 - Aug 2018 | 4 Monthes Toronto, Canada](https://alfredyizhang.com/RBC-Mobile)

[Focuses: Sketch Nested Symbols, Global Symbol Library, Reusable Components During my 4 months in Mobile Banking, I contributed to the release of Mobile 2.0 through developing and managing new component library, creating screens for new projects, defining UI specs for development team and creating mock-up screens for user tutorials.](https://alfredyizhang.com/RBC-Mobile)

# [Visual Design, Co-op](https://alfredyizhang.com/RBC-Rewards)

[Rewards and Offers, Royal Bank of Canada](https://alfredyizhang.com/RBC-Rewards)

[Jan 2018 - April 2018 | 4 Monthes Toronto, Canada](https://alfredyizhang.com/RBC-Rewards)

# [Focuses: Visual Guidelines, Web Home Page, Promotional Banners](https://alfredyizhang.com/RBC-Rewards)

[Optimized the design process for the production of RBC Rewards Web homepage hero banner. Presented the visual solution to SMG(Senior Management Group). Worked collaboratively with](https://alfredyizhang.com/RBC-Rewards)

# [Simon Fraser University](http://www.sfu.ca/siat.html)

[May, 2014 - Present](http://www.sfu.ca/siat.html)

[Bachelor of Arts, Communication and Interactive Arts & Technology Joint Major](http://www.sfu.ca/siat.html)

# [University of Leeds](https://ahc.leeds.ac.uk/media)

[Sep, 2017 - Jan, 2018](https://ahc.leeds.ac.uk/media)

[Study Abroad, Communication and Media Studies](https://ahc.leeds.ac.uk/media)

Zhejiang University of Media and Communications Sep, 2012 - Jan, 2014

Transferred, Exhibition Economy and Management

# REFERENCES

[product design director and content designer to define visual standards and create style guide](https://alfredyizhang.com/RBC-Rewards)

[that ensures the banner space works on various devices and on brand with RBC’s products.](https://alfredyizhang.com/RBC-Rewards)

# Multimedia, Summer Associate Dyad.com

May 2015 - Aug 2015 | 4 Monthes Shanghai, China

# Focuses: Promotional Material, Annual Event Brochure, Multimedia Production

Served as multimedia specialist overseeing multimedia content production in our

annual promotional event. Responsible for all graphic design related tasks include an annual event brochure, online webinar posters, job posts and covers for a series of social media posts. Photographed company retreat to Echelon Asia Summit 2015 in Singapore.

Alessandro Drago Director, Mobile Design Royal Bank of Canada

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Neelan Rach

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Jason Mills

Senior Manager, Visual Design Royal Bank of Canada [jason.z.mills@rbc.com](mailto:jason.z.mills@rbc.com)