

# CYNTHIA ZHANG

UX/VISUAL DESIGNER

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## EXPERIENCE

### IBM CANADA

08.2012 - Present

#### UX/Visual Designer

- Visualize the user scenarios with wireframes and create storyboards to validate the task flow
- Produce low-fidelity to high-fidelity prototypes for design playbacks and implementation
- Provide UI guidelines to enhance consistency across all tools
- Redefine UI styles and patterns for Rational products and formulate the design strategy with the development
- Plan and facilitate usability tests with customers to validate designs

### TUROLIGHT

06.2012 - 07.2012

#### Graphic Design Intern

- Designed standardized packagings for a new product line
- Created product sell sheets, promotional materials and product specification sheets
- Enhanced the design of the company's website, including graphics for online catalogs, product icons and photography

### DX GROUND EQUIPMENT

11.2011 - 03.2012

#### Mechanical Engineering Assistant (Intern)

- Participated in the survey and mapping process of a glider
- Produced CAD models and assembled 3D components
- Assisted in the research of wind tunnel and model testing

### CHINNO DESIGN

06.2011 - 10.2011

#### Industrial Design Intern

- Worked closely with the engineers, clients and sales on the development of innovative home appliances
- Collaborated with the design team on all aspects of the design process, including planning, market research, ideation and 3D modelling
- Consulted clients on design requirements and investigated in materials and production processes

## SKILLS

### TOOLKIT TECHNICAL

Photoshop / Illustrator / Sketch / Axure / Balsamiq / HTML & CSS

UI wireframing & production / Storyboarding / Interaction flow / Usability testing / Responsive design

## EDUCATION

### CARLETON UNIVERSITY

2007 - 2012

Bachelor of Industrial Designer, with Distinction;  
Minor in Psychology