

# Calvin Zheng

yxz.design

cyxzheng@gmail.com

778-822-2959

## Experience

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### HMBradley

Product Designer

May 2018 – December 2022

- First hire, first designer. Designed entire product by myself for three years, going from a waitlist landing page to fully-featured banking platform with 7000+ customers and \$219m in deposits.
- Led design system initiative, creating component library that allowed design team to work faster and produce consistent designs across different features.
- Designed user experience for parter bank transition that took place over 6 months, successfully hit goal of transferring \$200m in customer deposits over to new bank
- Created pitch decks that helped secure seed and series A rounds of funding totalling \$22m.

### Microsoft

Motion Design Intern

May 2019 – September 2019

- Designed an animated contextual alerting system that educates customers about new features for the Microsoft 365 design system, using Figma and After Effects.
- Created illustrations for other teams that became real visual assets, aids for storytelling, and inspiration for future design system work.

### HVF Labs

Product Design Intern

May 2018 – May 2019

- Contributed to spinning one startup out of incubation, created all design assets, prototypes, and brand guidelines.
- Redesigned and built a new HVF Labs website to clarify company mission, and attract new talent. Implemented a content management system for easy future updates.
- Shared an elevator with Max Levchin and lived to tell the tale.

## Education

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### University of Waterloo

Bachelor's of Global Business  
and Digital Arts

September 2014 – May 2020

Took two gap years to do various internships in different companies and industries. A more professional version of soul-searching, if you will.

## Arsenal

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### Tools

Figma, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Sketch

### Skills

UX design, visual design, user flows, design systems, user testing