

Emma Zhang

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emmazrocks11.github.io/portfolio

SKILLS

Design: Branding (company/competitor analysis, visual identity, social media campaigns), wireframing, prototyping, responsive design, graphic and asset design, user research, user testing

Programming: HTML & CSS, JavaScript (+ p5.js), Python, Java, Git/Github,

Software: Adobe CC, Figma, Canva, Notion, Google Suite, VS Code, Microsoft Office, Solid Edge 3D CAD

Other Interests: reading science-fiction, color-coordinated outfits, figure skating (+ coaching), matcha runs

EXPERIENCE

UI/UX Designer - BananaSplit

University of Waterloo - GBDA 210 - Intro to User Experience Design | Feb - Apr 2025

- Collaborated as a team of 4 to complete concept-to-delivery product design, including user research, wireframing, lo-fi and hi-fi prototyping, and user testing
- Created an affinity diagram and applied the MoSCoW method after user interviews to establish hierarchy across app functionalities, reducing conflicting functionalities by 50%
- Established a comprehensive UI system on Figma including cohesive assets and branding guidelines, resulting in a 95% satisfaction rate for UI design from over 20+ user testings
- Pitched a fully-interactive grocery-splitting app to stakeholders, implemented data-driven design improvements based on feedback, receiving a 98% for the final demo

Website Designer

You Taught Me | February 2025 - Present

- Designed a website for a non-profit on Figma, conducting a complete web design process including company/brand analysis, competition analysis, wireframing, prototyping, and front-end to back-end handoffs.
- Created custom graphics and assets using Adobe Illustrator and Photoshop, ensuring that visual hierarchy achieved through layout, sizing, and color, suits the company's needs
- Maintained clear communication during weekly cross-functional meetings, collaborating with website developer to ensure client approval remains consistent from start to finish
- Independently researched and learned WordPress basics to ensure a seamless handoff from designer to developer, aiming for no client knowledge barriers

Website and Graphic Designer

TEDxUW 2024 Marketing Team | May - Oct 2024

- Developed the conference's visual identity, resulting in a recognizable brand across all digital and print assets, reaching 2400+ followers and 10k+ views on Instagram; tickets sold-out
 - Designed and prototyped the TEDxUW 2024 website (mobile and desktop) using Figma, implementing interactive animations that are the first of its kind
 - Produced 7 different branded merchandise (t-shirts, tote bags, name tags) using Adobe Illustrator, Photoshop, and Figma
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EDUCATION

University of Waterloo

Honours Bachelor of Global Business and Digital Arts - 85.8% average | Expected 2028

- President's Scholarship of Distinction, Penelope Glasser Memorial Award