Gloria Zhong: Product Designer

I'm passionate about translating user data into valuable solutions, through the lens of empathy and critical thinking.

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WORK EXPERIENCES

MuseFind Technologies Inc.

Lead Product Designer (Aug 2018–present)

· Spearheaded user discovery and triangulated quantitative/qualitative data to design self-serve platform **resulting in 12K+ user sign ups**

· Built close relationships with key stakeholders and cross-team collaboration that aligned company/business vision with product and customer success

UX/UI Interaction Designer (May 2017–July 2018)

· Utilized user flows, wireframes, high fidelity designs, interactive prototypes to design **4 influencer marketing platforms**

· Created experience principles and design guidelines that was used by marketing, customer, and development teams

Fraser Health Authority

Business Systems Analyst (8 Month Co-Op)

· Led redesign of the Fraser Health Sharepoint **used by 26K+ employees**

· **Advised 60+ clients** looking for product solutions that drive department goals

· Lead/assisted monthly Sharepoint training (240+ people)

Beedie School of Business

Front-end Web Developer (8 Month Co-Op)

· Maintenance of **official SFU Beedie 100+ page site**

· Built web forms, IOS application prototyping, created Wordpress and email templates

· Designed and built SFU Beedie social media hub used by students and faculty (http://beedie.sfu.ca/social/)

MY BACKGROUND

Simon Fraser University 2010 – 2016

School of Interactive Arts + Technology (SIAT)
Bachelor of Science Degree with Design Concentration

NOTABLE HIGHLIGHTS

· WiT Regatta 2019 – **Panelist**

· Hack Our City 2018 – **1st place**

· Startup Hacks 2018 – **Finalist**

MY EXPERTISE

Design

UX Design
UI Design
User Research/Workshop
Usability Testing
Mockups/Prototyping
Visual Design
Web/Mobile Design

Programming

HMTL5
CSS3
React
SASS
Jquery/JavaScript
Github

Software

Sketch
InVision
Axure
Illustrator
Photoshop
InDesign
Premier
After Effects