Gloria Zhong: Product Designer

Working in UX for the past 6 years, I've been 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 dev teams

Fraser Health Authority

Business Systems Analyst (Jan 2015-Aug 2015)

• Led UX 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 (Sept 2013-Apr 2014)

• Designed and built SFU Beedie social media hub used by all students and faculty

• Maintenance of official SFU Beedie 100+ page site

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

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
Jquery/JavaScript
Github

Software

Sketch
InVision
Axure
Illustrator
Photoshop
Premier
After Effects

MY BACKGROUND

Simon Fraser University (2010 – 2016)

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