

AMANDA ZHU

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SKILLS STACK

Design and Frontend Stack: Figma (Prototyping to Dev Mode), Adobe Illustrator, Adobe Photoshop, Procreate, Python, JavaScript, Typescript, React, HTML/CSS, Tailwind

EDUCATION

Queen's University — Kingston, ON September 2024 – Present
Bachelor of Computing (Honours), Biomedical Computing specialization

WORK AND PROJECTS

UI/UX and Graphic Designer **Toronto, ON**
Let's Get Moving *June 2025 – Present*

- Designed and shipped 10+ responsive company websites aligned to brand identity and CTA marketing
- Produced 100+ digital ad creatives (banners, social media visuals) for Google and Meta marketing campaigns
- Collaborated with Marketing to identify target audiences and improve marketing content with trends
- Implemented on-page SEO with the SEO team to improve visibility and CTR

Co-Founder, Queen's UX Club (QUX) **Kingston, ON**
Queen's University *March 2025 – Present*

- Co-founded Queen's University's first User Experience (UX) club; now co-leading a community of 500+ students, industry professionals, and startup clients interested in UI/UX
- Organizing and leading design tutorials and portfolio workshops to grow skills in UX research and prototyping
- Collaborating with Computing faculty, delivering the University's 1st Design Competition (QUX Designathon)

Graphic Designer **Kingston, ON**
Queen's Women in Computing (QWIC) *June 2025 – Present*

- Create brand-aligned campaign graphics and merchandise (stickers, keychains, apparel) for events and socials
- Promote community initiatives supporting women in STEM/computing; ensuring accessible design (WCAG 2.2)
- Partner with the exec team on content calendars, event visuals, and cross-club collaborations

AI in DNA Sequencing Analysis — Research Paper **Kingston, ON**
Queen's University *January 2025 – April 2025*

- Authored a 25+ page paper on CSP-, HMM-, and CNN-based approaches to DNA sequence analysis (Smith-Waterman, HMMER, and DeepBind) processed on GenBank FASTA datasets
- Built reproducible pipelines in Python using NumPy, TensorFlow, PyTorch, and Biopython
- Compared accuracy/runtime trade-offs across methods and summarized guidance for task and dataset fit

QHacks 2024 — 2nd Place **Kingston, ON**
Queen's University *February 2024*

- Used Procreate and Figma to design dodo bird based character, UI and character animations
- At Queen's University's largest annual hackathon with 240+ participants and 55+ submitted projects
- Integrated voice and facial emotion detection technology, flask, ChatGPT-4 to create a chrome extension desktop pet "dodo" to aid in virtual and personal learning for students and teachers

Hackville 2024 — 2nd Place **Oakville, ON**
Sheridan College *January 2024*

- Created a Chrome extension for collaborative "sticky notes" on any webpage to speed team onboarding
- Led UX flow and component design using Figma ; delivered a working prototype and live demo
- At Sheridan College's largest annual hackathon with 130+ participants and 40+ submitted projects