JUDY ZHONG

product designer

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EXPERIENCE

PRODUCT DESIGN INTERN

reebee | *may 2019 - august 2019*

Conducted user interviews and facilitated sprint exercises to refresh web and mobile UI design for search, shopping list, and home screen

Led the company design process for 1.2 million active users, outlining 14 user personas with stakeholder input

Created the user onboarding process through collaboration with the customer success team to identify complexities within the app and monitoring app analytics to validate

UI/UX DESIGNER

Sprout Wellness Solutions | *sept 2018 - dec 2018*

Designed an interactive and consistent cross-platform experience on web and mobile for an enterprise wellness software used by 4 million people

Collaborated with developers and product managers to implement 2 new features on Sprout's Partners Platform which reduced time spent on tasks for clients

Documented web platform components for a design system, including their usage and behaviours on multiple platforms

EDUCATION

Bachelor's of Applied Science, Systems Design Engineering, minor in Cognitive Science
University of Waterloo | *sept 2017 - present*

Relevant courses: Human Factors in Design, Design Systems and Society, Engineering Economics of Design

SKILLS

design

Interaction design
Product thinking
UI design
Rapid prototyping
Branding and illustrations
Information architecture
User research

tools

Sketch
Figma
Adobe Illustrator
Invision
Principle
Zeplin
Abstract
HTML/CSS

COMMUNITY

TEDxUW - Design Director

Leading the design for the 2019 website, web application, branding guide, marketing materials for an event with 700+ attendees

UW/UX - Logistics Lead

Organized events (Alum Chats, Office Hours) to mentor designers and grow the Waterloo UX community

UW Blueprint - Content Director

Directing the digital brand and voice of technology-based projects for non-profit organizations