

# JUDY ZHONG

UNIVERSITY OF  
WATERLOO  
SYSTEMS DESIGN  
ENGINEERING

## SKILLS

SKETCH  
ADOBE ILLUSTRATOR  
ADOBE PHOTOSHOP  
INVISION  
FIGMA

## TOOLS

VISUAL DESIGN  
INTERACTION DESIGN  
INSTRUCTIONAL DESIGN  
COPYWRITING  
HTML/CSS



## CONTACT

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## SIDE PROJECTS

### PROJECT: SNACK OVERFLOW

HACK THE VALLEY 2 | FEB 2018

- A solution to combat food waste in society by notifying users about flash sales on foods about to expire
- Used interaction design with design tool Figma and Figma mirror to create an interactive, 6 screen prototypes and Sketch to develop mockups

### PROJECT: AIRSHARE

STARTERHACKS | MAR 2018

- Targets foreign travellers looking to get rides to and from the airport where ride share apps are banned
- Presented an interactive prototype with 7 mobile screens using proto.io



## EXPERIENCE

### SYSTEMS DEVELOPER

LOGIQ3 GROUP OF COMPANIES | DEC 2017 - APR 2018

- Applied instructional, interactive, and visual design skills to the company's pilot eLearning course design layout
- Conducted user research in online learning to and user tested with 7 reinsurers ages 20-27 to create a cohesive, experience
- Met with stakeholders and design teams of LMS to give presentations on the user flow
- Constructed interactive tutorials and engaging graphics on Adobe After Effects, Articulate 360 and Adobe Illustrator to gear towards novice reinsurers aged 20-35

### PUBLICITY DIRECTOR

BOARD OF STUDENT SENATORS | JUL 2015 - JUN 2016

- Designed the branding for 12 school wide events through the school year, each with 100-300 attendees and 1200 online viewers on social media
- Performed reiterative design feedback sessions for a council of 16 members throughout the design process regarding content and format of marketing materials
- Applied design principles such as user-centred approaches and persona mapping to target specific themes and demographics in the typography and styling of promotional graphics

### CHAIR OF VAUGHAN CHAPTER

PRIME LEADERS OF YORK REGION | AUG 2015 - APR 2017

- Raised \$400 for muscle dystrophy research by collaborating with 19 team members to plan 2 fundraising events
- Expressed professionalism and dynamic communication skills with 4 major sponsors such as the City of Markham and the York Region District School board to secure partnerships
- Designed posters to advertise for 6 events including dances, fairs, food drives raising the event attendance by 40%