JUDY ZHONG

product designer

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EXPERIENCE

PRODUCT DESIGN INTERN

reebee | *may 2019 - aug 2019*

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

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 | *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

COMMUNITY

Design Director | TEDxUW

Leading the design team for the 2019 website, online web application and creative direction for a 700+ attendee event

Content Director | UW Blueprint

Directing the digital brand and voice of a student club building tech projects for non-profit organizations

Logistics Lead | UW/UX

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

SKILLS

Design

Interaction design
Product thinking
UI design
Rapid prototyping
Information architecture
Illustrations
User research
Brand design

Tools

Sketch
Figma
Invision
Principle
Zeplin
Whimsical
Adobe Illustrator
Adobe After Effects
Abstract
HTML/CSS

EDUCATION

B. ASc, Systems Design Engineering, minor in Cognitive Science
University of Waterloo | *Expected Graduation 2022*

Relevant courses: Human Factors in Design, Design Systems and Society, Engineering Economics of Design, Introduction to Linguistics, Psychology