

# JUDY ZHONG

product designer

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## EXPERIENCE

### PRODUCT DESIGN INTERN

**reebee** | *may 2019 - present*

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

Leading the company design process for 1.2 million active users, outlining 14 user personas

Creating 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

## EDUCATION

### B. A.Sc, SYSTEMS DESIGN ENGINEERING with a minor in COGNITIVE SCIENCE

**University of Waterloo** | *2017 - present*

Relevant courses: Human Factors in Design, Design Systems and Society, Introduction to Linguistics

## SKILLS

### design

Interaction design  
Product thinking  
UI design  
Information architecture  
User research

### tools

Sketch  
Figma  
Adobe Illustrator  
Invision  
Principle  
Zeplin  
Abstract  
HTML/CSS

## ACTIVITIES

### UW/UX - Logistics Lead

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

### TEDxUW - Design Director

Led the design for the 2019 website, web application, branding guide, marketing materials for an event with 100+ attendees

### UW Blueprint - Content Director

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