

# Judy Zhong

**judyzhong.me**

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## Hello

I'm a digital product designer that thinks in systems. I specialize in product strategy and visual design, and thrive in collaborative, diverse product spaces.

## Experience

### **Square**

Product Design Intern

*May – Aug 2021*

Led a redesign for analytics reporting to define projects and direction in company planning. Conducted user testing for admin and consumer product experiences

### **UW Blueprint**

Product Design Lead

*Jan – Aug 2021*

Delivered a web donation portal with a team of 9 for the non-profit The Pregnancy Centre, encompassing user research, testing, and cross-functional collaboration

### **Facebook**

Product Design Intern

*Sep – Dec 2020*

Iterated on designs for lightweight ad experiences impacting 140 million small businesses. Consulted research reports and established success metrics to guide decisions

### **Microsoft**

UI/UX Design Intern

*Jan – Apr 2020*

Experimented and launched new interaction patterns for a news reading app on dual screen devices. Coordinated efforts with product managers, designers and developers across the company to ensure consistency

### **Reebee**

Product Design Intern

*May – Aug 2019*

Built an onboarding process with custom illustrations and spearheaded a redesign of the mobile home screen to introduce new revenue streams

### **Sprout**

UI/UX Designer

*Sep – Dec 2018*

Designed for consumer and enterprise experiences cross-platform for a wellness software used by 4 million people

## Education

**University of Waterloo** *Graduation May 2022*

Systems Design Engineering (B.ASc), Minor in Cognitive Science

Learning systems thinking that scales with design at the center of technology, business, and human behaviour

## Skills

Figma, Sketch, Principle, Illustrator

Systems thinking, information architecture, design systems, journey mapping