

# 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**

<b>Square</b> Product Design Intern <i>May – Aug 2021</i>	Led a redesign for analytics reporting to define projects and direction in company planning. Conducted user testing for admin and consumer product experiences
<b>UW Blueprint</b> Product Design Lead <i>Jan – Aug 2021</i>	Partnered with non-profit The Pregnancy Centre to design a donation and admin portal that eases their workload
<b>Facebook</b> Product Design Intern <i>Sep – Dec 2020</i>	Iterated on designs for lightweight ad experiences impacting 140 million small businesses. Consulted research reports and established success metrics to guide decisions
<b>Microsoft</b> UI/UX Design Intern <i>Jan – Apr 2020</i>	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
<b>Reebee</b> Product Design Intern <i>May – Aug 2019</i>	Built an onboarding process with custom illustrations and spearheaded a redesign of the mobile home screen to introduce new revenue streams
<b>Sprout</b> UI/UX Designer <i>Sep – Dec 2018</i>	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