judy zhong

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Experience

Facebook
Product Design Intern
Sept — Dec 2020

Iterated on product directions for ad experiences impacting 140 million small businesses on web and mobile

Consulted research reports and project data, aligning to the team's topline success metrics for data-driven design decisions

Phased implementation work in collaboration with engineers that organized MVP features and future visioning

Microsoft
UI/UX Design Intern
Jan — Apr 2020

Experimented and launched new interaction patterns for a news reading app on dual screen devices

Generated user stories and journey maps to visualize task walkthroughs, navigating unexplored mental models and validating through ethnographic research

Coordinated efforts with product managers, designers and developers across the company to ensure dual screen pattern consistency through reviews, design critiques, and share-outs

Reebee
Product Design Intern
May — Aug 2019

Built an onboarding process to emphasize the value and brand voice, contributing illustrations and educational content design

Redesigned the app's home screen to modernize the UI/UX, increasing discoverability and introducing new revenue streams with a featured section

Sprout
UI/UX Designer
Sept — Dec 2018

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

Education

University of Waterloo *Graduation Spring 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	InDesign	Photoshop	Systems thinking
Sketch	Abstract	Protopie	Information architecture
Principle	Illustrator	HTML/CSS	Sketching
Zeplin	After Effects	Blender	Journey mapping