Justin Zhang

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Skills

Technical Skills React.js, Unix, HTML, CSS, UX/UI Design, Usability Testing, User Testing, Motion Design, Prototyping
Software Tools and Frameworks GitHub, Figma, Agile, Photoshop, Premiere, After Effects, CMS Systems

Employment

SharePoint Developer and Marketing Intern | Munich Re Canada
June 2019 - Present

- Redesigned UI/UX for international corporate website through implementing modern and accessible design using Adobe Experience Manager while upholding the company's international branding guidelines
- Consulted on business software and tools to transition the marketing team away from paper-based processes and adopt new technologies to increase operational efficiencies
- Used Agile development to implement a digital onboarding process that reduced processing time by over 50% through user interviews, prototyping, and Office365 software tools

Marketing Assistant | University of Western Ontario
December 2018 – September 2019

- Created the most viewed and shared video campaign with international viewership showcased on official social media channels that was self-designed, pitched, and produced
- Provided consultation services for student and community engagement strategies as well as digital marketing tools
- Created project timelines, communicated with stakeholders, and managed resources amongst a small three person team in order to creative high-quality deliverables

Leadership Experience

Product Designer | Hack Western 6
April 2019 – Present

- Designed a sponsorship package for a nationally-recognized Hackathon that helped result in $XXK of funding
- Built and managed the organization's video marketing brand that helped attract close to 3,000 applicants to the annual event from universities across North America, an increase of 20% over the previous year
- Collaboratively worked with a small team of five designers to design the physical and digital branding for over 600 attendees through careful management of time, resources, and budget

VP of Design | Western Founders Network
September 2018 – Present

- Led video strategy that helped increase total online engagement by over 3 times during my first year as a junior executive in Western University's largest business and technology club
- Mentored team members and managed a daily flow of design requests for the club's various events, creating project roadmaps, specification documents, and delegation of deliverables
- Was instrumental in the implementation of new technological processes to enable team members to complete deliverables faster and communicate more effectively between portfolios

Residence Orientation Leader | University of Western Ontario
April 2019 – Present

- Led the team branding efforts which resulted in our team receiving the Best Designed Uniform award
- Achieved a 96% approval rating from anonymous surveys to measure my year-long impact on the mental health, academic wellness, and comfort of 60+ students that I am directly responsible for
- Worked in logistics, hospitality, and operations to welcome over 8,000 students during Orientation Week

Personal Projects

Bill Splitter App - https://madebyjustinzhang.com/billsplitterproject/
- Built to help split online food delivery app bills easily, while also learning how to build modular web-apps

Time Block Your Life - https://github.com/madebyjustinzhang/timeblocker
- Created as a 36-hour hackathon project. Served as the project manager and front-end developer

Education

Honors Specialization in Computer Science | University of Western Ontario
September 2018 – April 2022

- Conditional Acceptance to the Richard Ivey School of Business
- Western Scholarship of Excellence
- Deans Honor List