

# Justin Zhang

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## Skills

**Technical Skills** React, Node.js, HTML, CSS, Java, Javascript, Python, VBA, Usability Testing, UI/UX Design

**Tools** GitHub, Figma, MongoDB, Microsoft Power Apps, SharePoint, Photoshop, Premiere, After Effects

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## Employment

**(Incoming) Technical Systems Analyst Intern** | Royal Bank of Canada

Starting May 2020

**SharePoint Developer and Marketing Intern** | Munich Re Canada

June 2019 - Present

- Redesigned UI/UX utilizing Adobe Experience Manager to uphold the company's international branding guidelines
- Reduced processing time by over 50% by implementing a digital onboarding process through user interviews, prototyping, and Office365 software tools such as **SharePoint** and **Power Apps**
- Led the creation of social media content that saw 3-times the usual engagement through optimized

**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 to better focus content delivery methods.
  - Established project timelines, communicated with stakeholders, and managed resources amongst a small three-person that resulted in the largest year-over-year increase in student engagement.
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## Leadership Experience

**Design Lead** | Hack Western

April 2019 – Present

- Designed a sponsorship package for a nationally recognized Hackathon that resulted in **\$XXK** of funding from over 30 companies.
- Built and managed the organization's video marketing brand that helped attract close to 3,000 applicants from universities across North America, an increase of 20% over the previous year

**VP of Design** | Western Founders Network

September 2018 – April 2020

- 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

**Residence Orientation Leader** | University of Western Ontario

February 2019 – April 2020

- Awarded Best Floor Leadership Team through building-wide vote for highest year-long impact on students.
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## Personal Projects

**Founder and CTO** | Case Competition Platform

Under Active Development

- Building a platform to help students run, discover, and participate in case competitions from around the world
  - Developed using the MERN stack: **MongoDB, Express.js, React, Node.js**
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## 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