

Michelle Zhu

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EDUCATION

Simon Fraser University

Burnaby, BC

Bachelor of Science in Interactive Arts and Technology

September 2023 - Present

- *Relevant Courses:* Design Evaluation, Interaction Design Methods, Interface Design, HCI & Cognition

SKILLS

UX/UI: User Testing, User Research, Usability Testing, A/B testing, Wireframing, Prototyping, Interaction Design, Visual Design, Web Design, Mobile Design

Design Tools: Illustrator, Photoshop, InDesign, After Effects, Figma, CAD

Programming: React Native, HTML & CSS, JavaScript, SQL, Processing, Python, Java

WORK EXPERIENCE

Ten Ren Tea

Markham, ON

Barista

September 2022 - July 2023

- Demonstrated time management during peak hours by efficiently preparing tea batches and managing multiple orders without compromising service quality
- Boosted sales by upselling through in-depth product knowledge and customer service skills
- Executed end-of-day tasks, including cash reconciliation and inventory checks

PROJECTS

Interaction Design for Olá! Cafe & Acai

September 2025 - November 2025

Graphic Designer and Researcher

- Conducted staff and customer interviews during site visits to map user journeys and design challenges
- Synthesized research data into visual formats to guide team decisions and facilitate team discussion
- Led a 1 hour workshop with the café manager, presenting research insights and co-developing a design solution that boosted customer engagement and brand appeal

PlantSnapper Augmented Reality Biodiversity Guide

February 2025 - April 2025

- Developed a mobile AR app enabling hands-free, real-time plant profiling for plant enthusiasts
- Conducted heuristic evaluations, user research, and controlled testing to identify usability issues and assess the effectiveness of hands-free interactions

Interaction and Visual Design, Jazzdor Music Festival

May 2024 - June 2024

Lead Graphic Designer

- Collaborated in design sessions and critiques to refine concepts based on insights and feedback
- Directed multiple design directions, iteratively testing each to achieve an impactful visual identity
- Evaluated visual concepts to enhance immersive user experiences and increase event visibility

EXTRACURRICULARS

Salvation Army Food Bank

Markham, ON

Food Bank Volunteer

November 2021 - December 2021

- Maintained accurate inventory levels and organized warehouse supplies for distribution