

# Nicole Zhao

## Skills

**Design:** Interface Design, UX Design, Wireframes, Human-Computer Interaction (HCI), Workflow, Branding

**Development:** C++, Python, SQL, Javascript, JQuery, HTML, CSS, Git

**Tools:** SDLC, Photoshop, Illustrator, Sketch, InDesign

## Experience

**Business Strategy Analyst Intern** – Toronto, ON.

**Skipmenu**

Jun 2016 – Sep 2016

- Provided recommendations on optimal pricing, resource allocation, and subscription options to Head of Strategy
- Determined the life time value of customer segments for potential clients including Cathay Pacific

**Chief Operating Officer** – Toronto, ON.

**Federation for Canadian Secondary Students**

Mar 2015 – Jun 2016-10-31

- Increased outreach by 34% through establishing Mentorship and Ambassador programs across Canada
- Coordinated and organized Inspire Collaborate Excel (ICE) Conference, and Winter Networking Gala acquiring 44% of ticket sale

**APEC CEO Summit Delegate** – Manila, PH.

**Global Affairs Canada**

Aug 2015 – Nov 2015

- Conducted market research for Invest in Canada, engaged with Fortune 500 executives to attract inbound FDI
- Drafted and presented Youth Declaration with 17 partnering economies to the President of the Philippines
- Formulated plan to increase youth engagement in international relations with Prime Minister Trudeau

**Foreign Investment Ambassador** – Chongqing, CN.

**Global Vision Junior Team Canada**

May 2015 – Aug 2015

- Delivered 105 key contacts and market intelligence through a delegation mission report to sponsors
- Successfully acquired \$5500 in corporate and community sponsorships and delivered on specific mandates
- Worked with the CEO of GreenLand and government of Chongqing to create Sino-Canadian investment platform

🌐 nicolezhao.me

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## Projects

**Founder and President** – Thunder Bay, ON.

**Shad Valley – GreenQuo**

Jul 2014 – Aug 2014

- Created Android application which incentivized public transportation usage,
- Iteratively tested and debugged app design and interface
- Optimized UI/UX through user testing at every stage and developed Android app

**Personal Website** – Toronto, ON.

**nicolezhao.me**

- Designed and coded personal website using bootstrap, HTML, CSS, and Javascript

**Business Card Designs** – Waterloo, ON.

**Personal Project**

- Used Sketch and Photoshop to design business cards for personal startups

**NoSlipStrip** – Waterloo, ON.

**Coursework**

- Used prototyping, market research, and personas to develop standing stair lift to prevent seniors from falling on the stairs

## Education

**Systems Design Engineering Co-op**

University of Waterloo

Candidate for BSc, Sep 2016 – Apr 2021E

- Graphics and Design, Introduction to Design, Introduction to Design, Programming in C++

## Achievements

- **Student Leadership Award** of Excellence
- Top 25% worldwide Fermat Math Contest
- **Keynote Speaker** at ThinkTank Markham
- CCNews **Featured Reporter**

## Interests

Bouldering, Dance, Backpacking, Body Percussion, Muay Thai