

# Nicole Zhao

## Skills

**Development:** C++, PHP, Python, MySQL, Java, XML, Node.js, HTML/CSS, Git

**Design:** UX Design, Wireframes, User Sequence Diagrams, Human-Computer Interaction (HCI), Workflow, Branding

**Tools:** Sketch, Illustrator, framer.js, charts.js, Photoshop

## Experience

**Web Developer** – Toronto, ON.

**Viryl Technologies**

Jan 2017 – Apr 2017

- Lead development of customer facing client portal support ticket system from the ground up using PHP and MySQL
- Automated data collection between UI and hardware with scripting and machine learning, increasing efficiency by **15%**

**UX/Website Manager** – Waterloo, ON.

**TEDx University of Waterloo**

May 2017 – Present

- In charge of design and development of web app and leading strategic marketing campaigns by collecting analytics.

**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**

**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


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

**Skipmenu**

Jun 2016 – Sep 2016

- Determined the life time value of customer segments for potential clients and provided recommendations on optimal pricing, resource allocation, and subscription options

 [nicolezhao.me](http://nicolezhao.me)

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 [nicolezhao](https://github.com/nicolezhao)

## Projects

**BundleBot** – Thunder Bay, ON.

- Built Facebook Chabot that recommends outfits based on weather and location

**Notes by Nic** – Thunder Bay, ON.

- Designed Android application that uses the bullet journaling technique to store and organize notes

**We Are One (WAO)** – Thunder Bay, ON.

- Web-based application that runs abuse reports through an algorithm
- Provides help and resources based on severity and locationx

**GreenQuo** – Thunder Bay, ON.

- Built Android application which incentivized public transportation usage
- Iteratively tested and debugged app design
- Optimized UX through user testing at every stage

**NoSlipStrip** – Waterloo, ON.

- Used prototyping, market research, and personas to develop traction strips to prevent seniors from falling on the stairs

## Education

**Systems Design Engineering Co-op**

**University of Waterloo**

Candidate for BAsC, Sep 2016 – Apr 2021E

- Programming in C++, Graphics and Design, Human Factors in Engineering

## Achievements

- **Best Overall Hack** at MLHacks
- **Student Leadership Award** of Excellence
- **Keynote Speaker** at ThinkTank Markham
- **Top 25%** worldwide Fermat Math Contest

## Interests

Muay Thai, Body Percussion, Bouldering, Backpacking, Miniature Sculpting