

Nicole Zhao

 nicolezhao.ca

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 [nicolezhao](#)

Skills

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

Design: UX Design, Wireframes, User Sequence Diagrams, Human-Computer Interaction, Workflow, Branding

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

Experience

Web Developer · Viryl Technologies

Jan 2017 – Apr 2017 · Toronto, ON

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

UX/Website Manager · TEDx University of Waterloo

May 2017 – Present · Waterloo, ON

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

APEC CEO Summit Delegate – Global Affairs Canada

Aug 2015 – Nov 2015 · Manila, PH

- 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 · Global Vision

May 2015 – Aug 2015 · Chongqing, CN

- 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 · Skipmenu

Jun 2016 – Sep 2016 · Toronto, ON

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

Projects

We Are One (WAO) – Hackathon Winner

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

Notes by Nic

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

BundleBot

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

GreenQuo

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

RailSafe

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

Achievements

- **Best Overall Hack** at StarterHacks – 250 attendees
- **Student Leadership Award** of Excellence
- **Keynote Speaker** at ThinkTank Markham
- **Top 25%** worldwide Fermat Math Contest

Education

University of Waterloo · Sept 2016 – Apr 2021

Systems Design Engineering Co-op

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

Interests

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