

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

 yy3zhao@uwaterloo.ca

 [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 location

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

RailSafe – 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