

# Nicole Zhao

Portfolio: [nicolezhao.ca](http://nicolezhao.ca)

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## WORK EXPERIENCE

### **Vidyard** — *Product Manager Intern*

Summer 2018

Worked with stakeholders and customers to focus on increasing the free to enterprise gap, yielding conversion rate of 7%.

Drove product strategy as primary PM on redesign of a more intuitive landing page editing experience.

### **Shopify** — *Front-end UX Developer Intern*

Fall 2017

Redesigned and built components of admin dashboard to reduce complexity and gain user trust. Using Ruby, optimized performance, integrated accessibility, and decreased support tickets by 23%.

### **Viryl Technologies** — *Full Stack Developer Intern*

Winter 2017

Led design and development of client portal using PHP and MySQL. Built and launched support ticket system. Automated data collection between UI and hardware, increasing efficiency by 15%.

## PROJECTS

### **Hirebud** — *Interaction Design Passion Project*

Summer 2018

Researched and prototyped web app for students to discover and manage tech internships, focused on intuitive workflow and visuals.

### **Plug** — *Shopify HackDays Champion*

Fall 2017

Designed and built React web app that helps Shopify merchants market by conducting transactions with influencers.

### **We Are One (WAO)** — *Hackathon Winner*

Winter 2017

Built web app that analyzes abuse reports and provides help and resources based on severity and location.

## SKILLS

Workflows

Competitive Analysis

Data Analysis

Launching

Usability Testing

Human-centered Design

Wireframing

Rapid Prototyping

Visual Design

## TOOLS

Jira, Confluence, Heap,

Sketch, Invision,

Illustrator, Balsamiq,

Origami Studio, Principle

## CODE

HTML5/CSS3, JavaScript,

Ruby/Rails, MySQL, Git

## ACHIEVEMENTS

### **Shopify HackDays Champion**

Out of 3,300 employees

### **1st Place — StarterHacks**

Out of 250 attendees

## EDUCATION

### **Systems Design Engineering**

University of Waterloo — 2021

## INTERESTS

Muay Thai, Body

Percussion, Backpacking,

Miniature Sculpting