# Nicole Zhao

Portfolio & Process: nicolezhao.ca
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## Skills

Human-centered Design
Workflows
Wireframing
Rapid Prototyping
Usability Testing
Visual Design
Competitive Analysis
Data Analysis
Launching

## Tools

Sketch, Invision,
Illustrator, Balsamiq,
Origami Studio,
Jira, Confluence, Heap

## Code

HTML5/CSS3, JavaScript,
Ruby/Rails, MySQL, Git

## Education

**Systems Design Engineering**
University of Waterloo — 2021

## Achievements

**Shopify HackDays champion**
Out of 3,300 employees

**Best Overall Hack - StarterHacks**
Out of 250 attendees

## Interests

Muay Thai, Body
Percussion, Backpacking,
Miniature Sculpting

## 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 Developer Intern*
Fall 2017

Redesigned and built components of admin dashboard with the goal of reducing complexity. Using Ruby, optimized performance, integrated accessibility, and decreased support tickets by 23%.

### Viryl Technologies — *Full Stack Developer Intern*
Winter 2017

Designed and developed client portal from scratch 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. Focus 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.