

Nicole Zhao

Portfolio & Process: nicolezhao.ca

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Skills

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

Tools

Sketch
Invision
Origami Studio
Balsamiq

Code

HTML5/CSS3
Javascript
Ruby
MySQL
Git

Education

Systems Design Engineering

University of Waterloo — 2021

Achievements

Shopify HackDays champion

3,300 employees

Best Overall Hack - StarterHacks

250 attendees

Interests

Muay Thai, Body Percussion,
Backpacking, Miniature Sculpting

Work

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 merchant dashboard with primary goal of reducing complexity and gaining merchant trust. Built features using Ruby on Rails, optimized performance, and integrated accessibility. 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 support ticket system from ideation to production, iteratively testing at every stage. 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.