

# 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

Human-centered Design

Wireframing

Rapid Prototyping

Visual Design

Workflows

Competitive Analysis

Data Analysis

Launching

Usability Testing

## TOOLS

Sketch, Invision,

Illustrator, Balsamiq,

Origami Studio, Principle,

Jira, Confluence, Heap

## 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