

<nicolezhao.me>

nicolezhao

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**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

**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

**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

**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

**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

**Nicole** Zhao