

## Education

2011.09 - 2015.12  
(expected)

Simon Fraser University  
Vancouver, Canada

BBA, Joint Major:  
Business: Finance + Management Information System  
Design: Interactive Art and Technology

### Course Content Taken (CGPA: 3.58)

- Finance
- Data Decision Making
- Organizational Behavior
- Business Law
- Accounting
- Graphic Design
- Information Design
- Human-Computer Interaction and Cognition
- Multimedia Programming for Art and Design
- Web Design and Development

### International Exchange

Chinese University of HongKong (2013.06 - 2013.08)

## Skill Highlights

### Software

Photoshop  
Illustrator  
After Effect  
Axure

### Business Skills

Business Communication  
Project Management  
Market Research  
Data Analysis  
Digital Strategy

### Web

HTML  
CSS  
Javascript  
PHP  
MySQL

### Design Skills

Prototyping  
Wireframing  
Usability Testing  
User Research  
UX / UI Design

## Work Experience

2015.05 - 2015.09

### SAP Lab, Canada

One-sixth of the Innovation Lab in the world, waterloo region.

Responsibilities

### UX Designer, Emerging Technology

- Worked with developers to design and develop a DNA Testing application in iPad to empower retailers to do in house food fraud testing.
- Redesigned LifeScanner Android ( <http://lifescanner.net/> ), an IOS application using DNA Barcoding technique to identify species.

2014.05 - 2014.12

### PricewaterhouseCooper (PwC) , Hong Kong

An International accounting firm provides innovative digital advisory services

Responsibilities

### UX Designer, Digital consulting

- Conducted extensive market research about digital products of the big companies in Greater China Region (McDonlad, Coca-Cola, Coach, etc)
- Contributed to the development and refinement of multiple social listening projects through collaboration with the customer team.
- Created a motion graphic about chinese digital mega trends, mainly be used for PwC partner's client meeting
- Designed the interactive demos ( web, App prototype ) for PwC clients

2012.10 - 2013.05  
Vancouver

### **Canadian Undergraduate Technology Conference 2013**

Canada's largest student-organized technology conference. It brings together hundreds of the country's students to discuss the cutting-edge technologies.

Responsibilities

#### **Project Coordinator**

- Led a team of 5 to create and execute strategies for conference's promotion.
- Coordinated with an organizational committee of over 15 executives across Canada for nine months.

Accomplishment

- Implemented innovative, online marketing campaigns that successfully reached over 8,000+ followers on Facebook page, and 500+ Twitter followers.
- Over 500+ people attended the Toronto conference while over 200 people attended the Vancouver conference.



## **Community Engagement**

2013.05 - present  
Responsibilities

### **SFU Finance Club**

#### **Web Designer & Manager**

- Redesigned the layout and format of the website ([www.financeclub.ca](http://www.financeclub.ca)) under the direction of the Director of the Communication.
- Responsible for maintenance and upkeep of the website.

2012.01 - present  
Responsibilities

### **TED x SFU / SFU Public Square / SFU Open House 2013**

#### **Event Photographer**

Freelance photographer; photographed events. Pictures can be found via ([www.oceanzou.com](http://www.oceanzou.com))

2013. 09. 05  
Responsibilities

### **SIAT Frosh One**

#### **Voluntary Videographer**

Volunteered for the orientation hosted by School of Interactive Arts and Technology as a videographer and recorded the whole event.

2012. 03. 01  
Responsibilities

### **SFU Open House 2012**

#### **Arts Faculty Student Ambassador**

Represented the Faculty of Arts and Social Science to hold their information booth. My job was to introduce and promote the Arts Faculty to high school students.



## **Awards**

### **Golden Key International Honor Society Member**

Member of the world's largest collegiate honor society that recognizes the top 15% of students worldwide based on academic achievements.

### **Dean's Honor Roll 2012 Fall, 2013 Fall**

Academic Award for students with excellent academic performance every semester

### **Business International Mobility Award**

Exchange scholarship for business student who study abroad



## **Interests**

Interested in technology and have a passion to start a tech-related business in the future. Currently, looking for challenging opportunities to use creativity and passion to solve complex problems and drive improvements.