

Sissi Zhu

Toronto, Ontario

User experience and product designer with a background in psychology, computer science, and the visual arts.

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[Link to my portfolio](#)

EXPERIENCE

Product Designer, Morya Jewelry
December 2022 - February 2023

- Researched and evaluated available and sustainable materials in jewelry design
- Designed and iterated sketches for necklaces, bracelets, and earrings
- Finalized product drawings for 4 jewelry pieces based on team discussions

User Experience (UX) Designer, Utradea Investing Analytics Platform
January 2022 - August 2022

- Constructed research reports based on data analysis of user sessions using LogRocket
- Designed application interfaces, advertisements, and social media graphics for both website and mobile in Figma
- Generated design solutions that incorporate constructive feedback, increasing visitor engagement

FREELANCE WORK

- Design and customize single-brand e-commerce website based on Shopify template with CSS and Liquid
- Design and deploy personal website on [GitHub Pages](#) using Figma and HTML, CSS
- Created logos for high school architecture department based on client design needs

EXTRACURRICULAR

President, University of Toronto Visual Art Club
May 2022- Current

- Direct and delegate club operations including event planning, social media marketing, and internal communications
- Lead outreach for collaborative and guest speaker workshop series
- Increased club membership by 79% to 450+ members in 9 months by growing social media presence with scheduled club posts and frequent events

TOOLS

Design:

- Adobe CC (Photoshop, Illustrator, XD)
- Autodesk Sketchbook
- Figma, Canva

Software Development:

- HTML, CSS
- Wix, Shopify
- Python, Java, R, Git

Teamwork:

Microsoft Office Suite, Miro

Languages:

English, French, Mandarin

EDUCATION

University of Toronto

September 2020 - May 2024 (expected)

Double major in cognitive science and psychology, visual arts minor

Relevant courses:

- Statistics (PSY201)
- Perceptual Development (PSY316)
- Software Design (CSC207)
- Visual Strategies (JAV130)

CERTIFICATE

Digital Skills: User Experience (Accenture)