

# Sissi Zhu

Toronto, Ontario

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[My portfolio](#)

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

## TOOLS

- **Design:** Adobe CC (Photoshop, Illustrator, XD), Autodesk Sketchbook, Figma, Canva
- **Software Development:** HTML, CSS, Wix, Shopify, Python, Java Liquid, R, Git
- **Teamwork:** Microsoft Office Suite, Miro
- **Languages:** English, French, Mandarin

## EXPERIENCE

### Product Designer, Morya Jewelry

December 2022 - February 2023

- Researched and assessed 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

### UI/UX Designer, Utradea Investing Analytics Platform

January 2022 - August 2022

- Created research reports by analyzing user sessions with LogRocket
- Developed application interfaces, ads, and social media graphics for web and mobile using Figma
- Implemented design solutions and integrated feedback effectively, increasing visitor engagement

## FREELANCE WORK

September 2020 - present

- 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
- Create branding and logos for Toronto-based music artists and high school architecture department

## EDUCATION

### Honours Bachelor of Science with Distinction, University of Toronto

September 2020 - May 2024

Double major in psychology and cognitive (computer) science, visual arts minor

**Relevant courses:** Statistics, Perceptual Development, Visual Strategies, Software Design

## EXTRACURRICULAR

### President, University of Toronto Visual Art Club

May 2022- May 2024

- Direct and delegate club operations including event planning, marketing, internal communications, and collaborations with other student organizations, local artists, and vendors
- Conduct quarterly surveys to collect quantitative and qualitative feedback on club member experiences and exec team organizational needs
- Resulted in 130% increase of club membership compared to before presidency

## CERTIFICATE

Digital Skills: User Experience (Accenture)