

# Stephanie Zhang

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portfolio — [steph.studio](#)

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## ACHIEVEMENTS

**EYEBALL 2022** — Group Exhibition

December '22

**YCombinator S2021 Batch** — Finalist

May '21

**The Hub Startup Competition** — Winner

November '20

**Hack the Valley IV** — 6th out of 100+

February '20

## TECHNICAL

Javascript

HTML + CSS

React.js

Electron

Java

Python

C

Git

R

## TOOLS

Figma

Illustrator

XD

Photoshop

Premiere Pro

After Effects

InDesign

## EXPERIENCE

**Hack the Valley** — Lead Designer

TORONTO, ON | SEPTEMBER '20 - PRESENT

- Launched new brand identity and worked on promotional graphics, website design & merchandise design
- Aided with front-end development by creating components in **React.js**
- Collaborated with marketing team to attract participants and boost applications by **25%** despite being moved virtually
- Assisted with managing the event of **600+** attendees, facilitated workshops and provided support with answering tickets
- Hosted gaming tournament session and effectively managed **30+** participants by accommodating to different skill levels, ensuring fair teams
- Judged projects technically and conceptually along with a team of adjudicators to determine the winners for various challenges

**Freelance Designer & Front End Developer**

REMOTE | MARCH '20 - PRESENT

- Prepared various promotional posts to help boost companies' following and outreach on Twitter / Instagram by **65%**
- Developed new and enhanced existing websites using **Javascript, HTML & React** with experience in integrating APIs
- Designed and developed UI/UX for desktop applications and chrome extensions which led to an increase in software resale value by **\$400+ USD**
- Founded a **new feature** which **reduced** user set up time by **20%**
- Notable Clients: *AMNotify, SGCooks, StegVision & AuroraAIO*

**Pinch** — Founder & VP of Design

TORONTO, ON | SEPTEMBER '20 - AUGUST '21

- Spearheaded on building an engaging brand design and full mobile UI to attract customers, business owners and couriers
- Assisted with front-end development in **Dart** with **Flutter**
- Collaborated with other founders to ensure that all our views aligned
- Created the marketing assets & powerpoints needed for various pitches
- Noticed a flaw in our business flow which saved developers **weeks** of work
- **Finalist** out of **10,000** applicants chosen for an interview with **YCombinator**
- **Finalist** at Cooperathon for "Best Tech Solution" & "Best Overall Startup"
- **Winner** at The Hub's annual Startup competition for seed funding

## EDUCATION

**University of Toronto, St. George**

SEPTEMBER '18 - APRIL '23

*B.A. in Economics, Minor in Statistics & Visual Studies*

- *Relevant Coursework:* Intro to Computer Science I & II, Software Tools & System Programs, Software Design, Visual Strategies & The Design of Interactive Computational Media

**Lord Byng Secondary School, Byng Arts Program**

CLASS OF '18

*High School Diploma & Interdisciplinary, Honours in Visual Arts & Band*

- One of 26 chosen from 500+ applicants for Visual Arts Program
- *Relevant Coursework:* Honours Art 11/12 | AP Studio Art Score: 5/5