

Stephanie Zhang

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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

EXPERIENCE

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 & AuroraAIO*

ICUBE UTM — Lead Designer

TORONTO, ON | OCTOBER '22 - FEBRUARY '23

- Worked with new startups to convert spoken ideas into layouts and designs
- Built a working prototype using **Bubble.io** to be used for beta testing
- Redesigned brand identity, resulting in increased brand recognition & improved customer engagement

Hack the Valley — Lead Designer

TORONTO, ON | SEPTEMBER '20 - NOVEMBER '22

- 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

Pinch — Founder & VP of Design

TORONTO, ON | SEPTEMBER '20 - AUGUST '22

- 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
- **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

TORONTO, ON | CLASS OF '23

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