



yang zhang

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profile

I am a full-stack designer with strong interests and skills in UX design and web development. My competencies and design thinking skills have been developed through my school work, professional work and volunteer work. I strive to grow and learn as a person and as a designer.

toolkit

design software

Illustrator After Effects
Xd Premiere Pro
Photoshop Figma
InDesign Invision

ux method

Interview Wireframing
Persona Prototyping
User journey Heuristic evaluation
User flow Usability Testing

programming

HTML/CSS D3.js
Sass PHP
JavaScript MySQL
jQuery Git

project experience

ux design

non-profit project

Breakfaster - Breakfast Club of Canada

In progress

Background:

- Breakfaster is a web (mobile friendly) application that centralizes and streamline administrative tasks for breakfast club staff, school staff, and volunteer. It helps users to plan and prepare breakfast meals, upload recipes, and order ingredients for future meals.

Contribution:

- Conducted user research, stakeholder interviews, created user journey and user flow.
- Sketched wireframes and created high-fidelity mockups for desktop and mobile view.
- Responsible for the front-end implementation and usability testing.

Novii

In progress

ux design

self-initiated project

Background:

- A comprehensive fitness solution that consists of a hardware and a mobile application for tracking exercise activities, and a platform for trainees to find certified trainers, for training with flexible schedule and in remote locations.

Contribution:

- Conducted user research, created user journey and persona.
- Designed the brand logo and mobile user interface.
- Sketched wireframes and created 30+ of interactive high-fidelity mockups.

ICBC Costs and Collisions Data Visualization

Spring 2018

visual analytics

academic project

Background:

- A data visualization project is designed to help explain the composition of ICBC claims costs in terms of collision frequency and types in Lower Mainland. The final visualization could be used as a reference for future decision making for government officials and ICBC staff members.

Contribution:

- Conducted research; gathered and analyzed data; uncovered issues with financial implications for ICBC.
- Designed and created all interactive visualizations using JavaScript and D3.js library



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work experience

UX Design Intern

Evident Point Software

Aug 2018 - Present

ux design

Role:

- Design and refine major features of the flagship product (an interactive reading application), also responsible for front-end implementation
- Redesign and implement website promotes new features for professional users
- Create visual materials (digital and print) for branding and marketing campaign
- Research, design, and develop a non-profit project (an administrative tool) for Breakfast Club of Canada and supported schools.

Design / Marketing Intern

HackHub

July 2017 - Mar 2017

design and marketing

Role:

- Designed visual materials (print and digital) for branding and marketing
- Created high fidelity website mockups and created website content for the company's sub-brand
- Assisted with organizing hackathon events, workshops, and tech meetups
- Managed social media accounts, assigned contractors to create content

education

Interactive Arts and Technology (B.Sc)

Simon Fraser University

Sept 2015 - Present

Dental Assisting Level II with Orthodontic Module

Red River College

Aug 2011 - June 2012

volunteer experience

Visual Designer

TEAM PHANTOM - SFU Formula SAE Electric

Fall 2017

Social Media Coordinator

Canada China Open Innovation Forum 2017

Spring 2017

Exhibition Volunteer

C2U EXPO 2017

Spring 2017

achievements

Member of Golden Key International Honour Society

As a student in the top 15% of the Interactive Arts and Technology program

Seattle Design Charette Fall 2016

Part of the winning team of a spatial / architectural design contest held in Seattle