# 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 streamlines administrative tasks for breakfast club staff, school staff, and volunteers. 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.

**ux design**
self-initiated project

### Novii                    In progress

**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.

**visual analytics**
academic project

### ICBC Costs and Collisions Visual Analytics                    Spring 2018

**Background:**
- A data visualization project is designed to help explain the composition of ICBC claims costs in terms of collision frequency and types in the 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**                                        Aug 2018 - Present
Evident Point Software

**ux design**

**Role:**
- Design and refine major features of the flagship product (an interactive reading
  application), also responsible for font-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**                              July 2017 - Mar 2018
HackHub

**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)**                  Sept 2015 - Present
Simon Fraser University

**Dental Assisting Level II with Orthodontic Module**       Aug 2011 - June 2012
Red River College

## volunteer experience

**Visual Designer**                                                    Fall 2017
TEAM PHANTOM - SFU Formula SAE Electric

**Social Media Coordinator**                                        Spring 2017
Canada China Open Innovation Forum 2017

**Exhibition Volunteer**                                            Spring 2017
C2U EXPO 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