

VICKY ZHENG

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Education

University of Waterloo, 2020-2024 (expected)
BA, Global Business & Digital Arts
Waterloo, Canada

Experience

Riot Games

UX Design Intern
Los Angeles, CA
May '23- Aug '23

Worked on an internal project aimed at unifying content-delivery tooling across game-teams. Created **3 user flows & low-fidelity wireframes** on features to ship in Q4 of 2023.

Responsible for designing **mobile-desktop responsive** player payment transaction history feature. Consulted closely with international legal teams to identify and meet design requirements.

Moderated **16+ feedback sessions** from multiple stakeholder groups, worked closely with engineering to ensure production feasibility across 4 features.

Conducted **6 A/B usability tests** and completed low-fidelity design with research insights.

Prepared 2 projects files for handoff to visual design and engineering teams.

Triyosoft Analytics

UX/UI Design Intern
Toronto, ON
Jan '22- Aug '22

Spearheaded marketing website redesign project; overhauled website information architecture and **redesigned 8 web pages** to improve the user navigation experience.

Designed landing pages to support marketing campaigns, **increasing page retention by 20%** measured through Google Analytics and Hotjar.

Initialized design system for the marketing needs based on existing product side design system. Designed and prototyped **7+ complex components for responsive screen sizes** and documentation for developers.

TECH+ Waterloo

Product Designer
Waterloo, ON
May '22- Aug '22

Created design system to standardize repetitive components, **reducing redundancy in feature-specific flows by more than 50%**.

Designed and conducted usability tests, **overhauled 3 flows** to improve consistency of the Tech+ Portal experience.

Skills

Tools

Figma, Adobe Creative Suite, Motion Graphics, Visual Design, Google Analytics, ProtoPie

Skills

Design thinking, User interviews, Wire-framing, Usability testing, Prototyping, Information Architecture, UX Research, Responsive design, Interaction design