



Vivian Zhao

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EDUCATION

University of Waterloo

2024 – Present

Honours Bachelor of Global Business and Digital Arts, Minor in Psychology

University of Western Ontario

Bachelor of Management and Organizational Systems, Spec. in Consumer Behaviour

- * Advanced Entry Opportunity to Ivey HBA program

WORK EXPERIENCE

Design & Marketing Intern @ SignalChem Diagnostics

May 2025 - Present

- * Created captivating social media graphics and engaging corporate captions, increasing brand exposure and audience engagement by over 50%.
- * Redesigned company logo and corporate presentations to align with modern design trends, enhance brand identity, and improve visual appeal, clarity, and engagement for more effective communication.
- * Supported cross-functional marketing projects across digital and branding channels.

Real Estate Marketing Assistant

Jan 2023 – Jan 2024

- * Designed rental ads and property graphics for Facebook Marketplace, optimizing content to increase visibility, engagement, and lead generation.
- * Wrote compelling, keyword-optimized listing descriptions and maintained accurate, up-to-date information across multiple online platforms.
- * Provided administrative support through email communication, appointment scheduling, and listing data management.

LEADERSHIP EXPERIENCE

Events Coordinator @ GBDA Society

Jan 2025 – May 2025

- * Created engaging social media content, generating 13,000+ views across Instagram through strategic video ideation and production.
- * Managed event logistics and served as primary communication liaison via Discord for Waterloo's largest interdisciplinary design, tech, and business case competition with 70+ participants, mentors, and judges.
- * Organized successful fundraising events, coordinating vendor communications, catering logistics, signage design, and on-site operations, resulting in sales of 400+ items in our last event.
- * Posted Instagram content to promote club events, enhancing audience and participant engagement.

Second Place @ Rogers UXperience DesignJam

Dec 2024

- * Developed an innovative brand strategy and user engagement plan targeting key interaction challenges for Rogers' Beyond the Seat rewards program, emphasizing exclusivity and next-gen technology.
- * Refreshed the Rogers Beyond the Seat brand identity and created marketing assets in Illustrator and Figma, significantly enhancing accessibility and visual impact.
- * Presented strategic recommendations to industry experts, securing second out of 17 teams for creativity and strategic insight.

SOFTWARES

Figma, Adobe (Photoshop, Illustrator, Premiere, InDesign), Canva, Microsoft Office Suite

SKILLS

UX/UI Design, UX Research, Wireframing & Prototyping, Digital Marketing, Project Management, JavaScript, HTML