
SHIYU ZHANG

Vancouver, Canada ♦ (647) 896-9413 ♦ sipxw.willzy@gmail.com

Portfolio Link: <https://trtwillzy.com>

EDUCATION

Master of Library and Information Studies: 05/2024 Expected

University of British Columbia - Vancouver, Canada

Specialize in Information Interaction and Design

Honours Bachelor of Science: 05/2021

University of Toronto - Toronto, Canada

Double Major *Communication, Culture, Information & Technology* | *Mathematics*

Summer Abroad Program: 07/2019

Kwansei Gakuin University - Osaka, Japan

Elementary Japanese & Japanese Society

CERTIFICATIONS

Certificate in Digital Communications | *Sheridan College*

PROFESSIONAL & EXTRACURRICULAR EXPERIENCE

UI/UX Designer (Co-op) 05/2023 to 08/2023 Expected

FANIQUE INC. - Toronto, Canada

- Lead and execute all web design projects including the web templates, landing pages, microsites and more
- Determine the layout, font color, font type, logos, pictures, and other visual and verbal aspects of a website
- Develop creative to support content for the entire website, including home page sliders and lead generation form pages
- Ensure all digital assets reflect Search Engine Optimization (SEO) and lead generation best practice
- Assist in all creative and marketing projects, including the digital magazine, media kits, brochures, infographics, sell sheets, social banners, flyers, and social media posts
- Create ads for online advertising campaigns, including several dimensions of static display and animated ads

Web designer/Graphic designer, 02/2023 to present

Ting Ting Xu Personal real estate corporation - Vancouver, Canada

- Set up and created website components in Figma, ensuring a consistent and professional look and feel across all pages
- Collaborated with the backend developer to implement designs, ensuring the website was both functional and visually appealing.
- Contributed to the establishment of a strong brand identity and online presence for the company
- Leveraged my design skills and utilized software tools such as Adobe Photoshop and AI (Adobe Illustrator) to create the company's logo

Freelance Photographer, 05/2017 to present

Self Employed - Toronto/Vancouver, Canada

- Provided professional photography services for e-commerce managers to use towards public promotional initiatives
- Assembled photo galleries using highest-quality photographs to publish on social media platforms (Instagram) and generate customer interest
- Managed various projects under tight deadlines, consistently delivering high quality images for each client
- Skillfully adjusted lighting and object placement of shots to appropriately fit individualized client standards
- Multiply works archived by VOGUE Italia and FLANELLE fashion magazine.

Digital Marketing Operator [Internship], 07/2021 to 10/2021

Shanghai World Language Information Technology Co.,Ltd - Shanghai, China

- Helped the company to operate new media accounts, created videos and short articles to publish on Xiaohongshu APP
- Redesigned the homepage of WeChat mini program and give the specification, and constantly make improvements to provide better user experience
- According to the specification of the company, designed a high-fidelity website

ACADEMIC PROJECT EXPERIENCE

UI/UX designer, 01/2023 to 04/2023

Heritage Burnaby Website redesign (School project) - Vancouver, Canada

- Led a strategic planning effort to address the issues identified in Heritage Burnaby's proposal for website redesign
- Designed primary research plan, and we conducted a usability study with participants to gain insights into user experience and identify pain points with the Heritage Burnaby website
- Analyzed data and created empathy, as-is scenario, and to-be scenario documents based on themes identified through affinity diagram
- Worked collaboratively with the team to redesign the website's homepage and research page, and created low-fidelity and mid-fidelity designs on Figma
- Maintained ongoing communication with the client throughout the project, serving as a point of contact for the team

UI/UX designer, 01/2023 to 04/2023

Craigslist App redesign (School Project) - Vancouver, Canada

- Collaborated with a team to conduct primary research, including surveys and interviews, to identify user pain points and needs
- Worked with the team to prioritize tasks and proposed potential solutions for addressing identified issues
- Conducted usability testing with a small group of participants, gathering feedback to iteratively improve the prototype and enhance user experience
- Utilized Figma to create low-fidelity and mid-fidelity prototypes, helping the team to visualize and refine proposed changes to the app

UI/UX designer, 09/2022 to 12/2022

Evo Car Share App Redesign (School project) - Vancouver, Canada

- Investigated the ease of access and use of the Evo Car Share mobile by conducting usability tests and interviewing on 6 people through convenience sampling
- Created personas based on the observed behavior patterns of participants from the usability study.
- Identified common user needs and app features that best support users by utilizing competitor analysis, review analysis, and card sorting approaches
- Reorganized the information architecture based on the data analysis of card sorting created through Optimal Workshop
- Collaborated with two other teammates to redesign the user interface of the Evo Car Share App by using Figma

SKILLS & INTERESTS

- Website Design & Programming Proficiency using HTML5/CSS, JavaScript &
- Exceptional Data Management & Communication Abilities & Good time

Python

- Multilingual Fluency in English, Mandarin & Japanese

management

- **Interests** Photography, Continuous Learning, Film, Badminton & Football