Sarah Zhang

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Professional Profile

Innovative user interface and user experience designer with a multidisciplinary background in communication media and information technologies. Expert in identifying the needs and pain points of users. Passionate about solving problems in unconventional and creative ways.

Education

Bachelor of Information   2024

Faculty of Information, University of Toronto   *(expected)*

  Information Studies (2022-2024)
  Communication, Culture, Information, & Technology (2021-2022)

  Representative Courses: Interface Design Fundamentals, Computational Reasoning,
  Information Practices in Organizations, Worlds Become Data,
  Critical Coding, Introductory Psychology

Bachelor of Fine Arts Candidate   2022

Faculty of Arts, Academy of Art University   *(discontinued)*

  Communications and Media Technologies (2019-2020)
  Student Success Grant (2019-2020)

  Representative Courses: Web Design I, Web Design II, User Experience I,
  Design Technology: Visual Design

Selected Projects

Make it Better – Habit Building App   **2023**

Course Project (Designing Interactive Systems)

- Led a team of three in development of low-fidelity wireframes

- Constructed the MVP through refinement of target audience, ideation, and prioritization matrix

- Prototyped and validated the task flows under usability testing

- Delivered a high-fidelity mock-up using creative strategies

Feather - Innovative Weather App with Fit Suggestions   **2022**

Course Project (How to Design)

- Conducted user surveys and interviews to determine needs for effective information use among target audiences

- Developed the MVP scope including functional and non-functional features through ideation and prioritization matrix

- Prototyped and validated an information architecture for usability and effectiveness testing

Class 101 - Online Learning App   **2020**

Course Project (User Experience I)

- Performed a SWOT analysis on potential competitor platforms

- Refined user personas to narrow down the goals and pain points of the users

- Prototyped and wireframed low fidelity to high fidelity mock-ups

Volunteer Experience

Club Member   **2023**

Udesign Club, University of Toronto

Skills and Qualifications

Contextual Inquiry	Adobe CC	Mandarin (Native)
Usability Testing	Microsoft Office	Cantonese (Native)
Affinity Mapping	Figma	3rd Place at Teen Chess Tourn.
User Journey	HTML/CSS	
Prototyping	Python	
Wireframing	Arduino	
Visual Communicaton	R	
	SQL	
	Procreate	