

Janelle Zhao—Graphic & Interaction Designer

I am a graphic designer specializing in interaction & identity design. At the core of my education, work, and interests lies my fascination with understanding how we experience and create meaning from the digital and material world. I use those insights to strive for a design that is useful, delightful, and thoughtful.

ABOUT

UNIVERSITY OF OTTAWA

Bachelor of Arts in Psychology

EDUCATION

2009-13

ALGONQUIN COLLEGE

Diploma in Graphic Design

2016-19

FULLSCRIPT

EXPERIENCE

VP of Customer Development—

2015-16

Managed the marketing and customer success team. Tasks included brand management, email marketing, editorial content, copywriting & design.

Head of Customer Success—

2013-15

Built and managed a team of nine. Responsible for email marketing, lead generation & customer support.

FLUIDSURVEYS

Marketing Intern—

2012-13

SEO, copywriting, user feedback analysis

UNIVERSITY OF OTTAWA

Research Assistant—

2012-13

Assisted in the Sustainability & Motivation lab