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Zoe Cai

# Usability & Design

*Present*

## Web Developer

Contractor

*Jan 2014*

*– Present*

## Student Ambassador / Leader

Women in Engineering Network,  
the University of Auckland  
Organizing and promoting Women in Engineering events, encouraging and mentoring women students in engineering.

*Mar 2014*

*– Dec 2014*

## IT and Publicity Officer

IEEE Student Branch, the University of Auckland  
Designing the marketing materials and promoting the student branch events via advertisements and social media marketing.  
Designed and coded the Wordpress theme used by the [ieeesb.auckland.ac.nz](http://ieeesb.auckland.ac.nz) website.

*Jan 2014*

*– Dec 2014*

## Marketing Support

SPARK - The University of Auckland Entrepreneurship Programme  
One of a team of 6-7 responsible for all the marketing activities of Spark. Using creativity and flair, we formulate and implement a marketing strategy that generates interest in all of Spark's offerings including the Challenges, events and Speaker Series.  
Specifically, my responsibilities included writing and uploading weekly blog posts for all Spark events, event photography, and designing marketing materials such as posters and booklets.

*Jan 2013*

*– Dec 2013*

## Blogger

The Inside Word, the University of Auckland  
Writing blog posts fortnightly to promote the University of Auckland by giving school students a feel for what university life is like from the perspective of a first year student.

I have also worked as a **Residential Advisor** at Unilodge, **Admin Assistant** at the University of Auckland Faculty of Engineering Student Centre, **Sales Assistant** at Typo, **Cashier** at Patrick's, and **Academic Tutor** at Hibret Study Centre.

## Development Skills

Java

C

MATLAB

Python

HTML5 + CSS3 + SASS

Javascript+jQuery

PHP

MySQL

Git

Wordpress & CMS

Jekyll

Markdown

## Design Skills

Adobe Photoshop

Adobe Indesign

Adobe Fireworks

## Other Skills

Blogging & Copywriting

Photography

SEO & Social Media Marketing

## Qualification & Awards

Currently Completing:

Bachelor of Engineering (Honours)  
the University of Auckland  
*with Jubilee Scholarship*

Completed:

Level 5 Computer Servicing  
Unitec Institute of Technology

NZQA Scholarship in Art Design

NZQA Scholarship in Biology