Zeaj Zamoranos

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Experience

Currently seeking a 4-month Fall 2024 internship/co-op.

NextRipple · UX Design Intern

MAY 2024 - PRESENT ALBERTA REMOTE

- Led the development of a **design system** from conception including logo, typography, colour palettes, and onboarding documentation for a startup

- Defined the UX framework, created engaging user experiences with animated prototypes in Figma, to create an **interactive demo** while collaborating with engineers and product manager

Flento · UX Design Intern

JAN 2024 - MAY 2024 VANCOUVER REMOTE

- Developed **user flows** and **information architecture diagrams**, meticulously mapping out the structure and interactions of website, along with digital web and mobile **B2B and DTC products** to ensure seamless user experiences

- Led design for 4 new categories on Flento's **client metrics dashboard**, receiving positive stakeholder feedback for improved data visualisation, scannability, and visual design

- Uncovered why fitness clients cancel training services to improve **centralised CRM system** for improved retention and client relationships

Voiceflip · UX Design & SEO Intern

JAN 2024 - MAY 2024 OTTAWA REMOTE

- Improving the end-to-end user experience of responsive mobile and web platform by conducting usability testing, market research, and competitive analysis

- Collaborated cross-functionally to develop new and compelling UX content for **B2B SaaS** platform that effectively communicates the company's offerings to target audience

- Clarified CTAs and minimised **feature bloat** by redesigning functional search and product overview prototypes

Involvement

UWaterloo UX · Content Strategist

SEPT 2023 - PRESENT

- Making UWaterloo's design scene more accessible through leading marketing and content direction and in hosting campus-wide UX and human-computer interaction design focused workshops, with turnout rates of over **100+** students, and increasing Instagram follower account by **35%** to over **1980+** (@uw_ux on Instagram)

Education
2022 - 2026

University of Waterloo
Global Business & Digital Arts, with co-op

Tools

Figma, Adobe CC (Photoshop, Illustrator, XD, After Effects, InDesign, Premiere Pro), Miro, HTML, CSS, JavaScript

Skills

Product Design, User Research, Interaction Design, User Flow, Storyboards, Journey Maps, Low/High-Fidelity Wireframes, Prototyping, Usability Testing, Visual Design System, Brand Design

Awards

3rd Place Competitor (TMU UX Designathon 2024). 1st place Applied Python Challenge (UofT Rotman, 2022). Top 50 Finalist Fictional Short Story (TCTE, 2021)