

AVISS KEJIA ZHAO

UI/UX DESIGNER | PROV. RGD

CONTACT

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UI/UX SKILLS

Storyboarding
Wireframing
UX Research
Prototyping
Usability Testing
Illustration
Visual Design
HTML & CSS

TOOLS

Illustrator
Photoshop
After Effects
InDesign
XD
Figma

EDUCATION

Bachelor of Design
Thompson Rivers University 2021 - 2023

Google UX Design Certificate
Coursea 2021 - 2021

Interaction Design & Development
George Brown College 2018 - 2020

LANGUAGE

Born in Kunming, China
Based in Toronto, Canada

MANDARIN
100%

ENGLISH
Professional
working
proficiency

I am a UI/UX designer and provisional registered graphic designer based in Toronto, Canada. My design journey has been shaped by a multidisciplinary education, providing me with a diverse range of knowledge and skills. Alongside my full-time work experience and previous contract projects, this has greatly enriched my practice as a designer. The dynamic and ever-changing nature of design keeps me engaged and motivated, constantly seeking new opportunities to learn and improve.



PROJECTS

UI/UX Designer at VirgoCX, ON 2022 - 2023

Full Time | UI/UX Design | UX Research | Graphic/Visual Design

- My role involves actively participating in the company's new product launches and engaging in consecutive design projects. These projects encompass various design challenges ranging from crafting initial low-fidelity sketches to developing polished high-fidelity user interfaces.
- Daily tasks also include website and app UI maintenance and continuous improvement efforts.
- In addition to the core responsibilities, I have collaborated with the Marketing team and Wealth team to design and produce visual communication assets that effectively promote the company's branding and products. This includes the creation of posters, flyers, assets for major events, social media campaigns, digital publications, and other marketing materials.

UI/UX Designer at Momoisland Inc., ON 2021 - 2022

Contract | UI/UX Design | UX Research | Graphic/Visual Design

Collaborating with the design lead and development team, I was responsible for developing user flows, wireframes, and high-fidelity interfaces for the app. I worked closely with the design lead to design high-fidelity interfaces that effectively communicated the app's branding, aesthetics, and functionality. The goal was to ensure a seamless and intuitive user experience.

UI/UX Designer/Freelancer 2020 - 2022

Freelancer | UI/UX Design | UX Research | Graphic/Visual Design

- Worked closely with clients and collaborated on various design projects, including logos, banners, posters, and more.
- Responsive to requests, diligently modified and iterated on designs based on specific requirements and feedback.
- consistently ensured timely delivery of projects, meeting established deadlines and ensuring client satisfaction

Individual & Group School Projects 2018 - 2020

Contract | UI/UX Design | UX Research | Graphic/Visual Design