

# CECILIA ZHAO

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## AWARDS

November 2018

### Cooper Hewitt Design Challenge Finalist

Participating in the Cooper Hewitt Design Challenge and being selected for the Showcase on Projects in "The Road Ahead: Reimagining Mobility" at Cooper Hewitt Museum.

April 2015

### Excellence in Visual & Performing Arts

Achieving recognition for innovative art-making and inspiring diligence in the art studio from La Jolla Country Day School, San Diego.

## SKILLS

### Adobe Creative Suite

InDesign, Illustrator, Photoshop, After Effects, Premiere Pro

### Prototype

Axure, Adobe XD, Sketch, Zeplin, Figma, InVision, Principle

### Data Analytics

Tableau, Flourish, Google Analytics

### Research

Usability Testing, User Flow, Wireframing, Storyboarding

### Languages

Mandarin, English

## EDUCATION

### University of Washington, Seattle, Washington

09/2016–Present

Class of 2020

Bachelor of Design · Interaction Design

GPA: 3.73 · Dean's list

Courses completed: *Foundations of Interaction Design · Interface Design · Typography · Design History · Human Centered Design · Data Visualization*

## EXPERIENCE

### Deloitte Digital, Seattle, Washington

06–08/2019

*UX Design Intern*

#### Big telecommunications company - Created an intuitive self-service experience

- Conducted research on analogous industries, listed potential user stories, and created various iterations of user flow for different types of users to understand user needs and ensure the design has considered all scenarios.
- Developed 3 interactive prototypes using Axure to propose different interaction pattern variations; all prototypes are optimized for mobile with responsive design.
- The final deliverable met clients satisfaction and successfully gained the company a new million-dollar contract.

#### Seattle Foundations - Designed a regional dashboard page with visualizations.

- Created over 20 visualizations using Tableau to help the audience better understand the data.
- Designed and implemented the official site through Squarespace.

#### Heat Internal Project - Designed the Heat Process Website.

- Added new components to Heat's pattern library to improve consistency and aesthetics.
- Created interactive prototypes to showcase the layout and interaction pattern of the site.

### Wollendance, Remote

03/2019–Present

*Product Designer Intern*

- Significantly increased user engagement by designing and implementing 3 new features: share your workout, send message to instructors, and record myself.
- Designed the UI and interaction for 5 new features to help CEO pitch the ideas and get funding.
- Conducted user research and analyzed user behaviors by collaborating with another designer to understand potential user pain points, solve existing UX issues, and improve user experience.
- Analyzed current product by function mapping and heuristic review to make redesign suggestions and improve current UI.

### UW Chinese Student and Scholar Association, Seattle, Washington

09/2016–Present

*Designer*

- Design lead of the annual journal; designing the layout and using Wix to create an interactive platform for officers to access the journal.
- Designed posters and souvenirs for events such as Chinese New Year and New Students Welcoming Party to promote events better, attracting more than 1200 people to the events.
- Designed 3 event proposals and successfully raised over 3000 dollars fundings from sponsors.

### UW Access Map, Seattle, Washington

03–06/2019

*Student Design Researcher*

- Researched web accessibility and interface design patterns to improve the usability and accessibility of the Access Map's website and mobile app.
- Participated in creating a universal design guideline for web accessibility so that all users, including people with disabilities, have equal access to the information and functionality.