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   09/2016–06/2020

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 client's 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

- Enhanced user engagement by designing 3 new features: share your workout, send messages to instructors, and record myself, results in a 19% increase in Monthly Active Users.

- Created an onboarding experience for new users. The goal is to understand users' needs and help them find the right classes that best fulfill their needs. Ultimately increase free trial-to-paid conversion rates.

- Currently, I am developing a comprehensive design system to improve design consistency and development efficiency.

- 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

- 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.