

# IRENE ZHANG

UI/UX DESIGNER AND ILLUSTRATOR

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## WORK EXPERIENCE

### **Product Manager Co-op, Workday**

MAY 2023 - PRESENT | VICTORIA, BC

- Conducted market research and competitive analysis on use cases of generative artificial intelligence (AI) in the enterprise discovery experience to inform organizational strategy.
- Presented a product strategy recommendation and roadmap for enhancing the manager's search experience in Workday by analyzing user testing sessions, qualitative research, and quantitative research.

### **Web Designer, UBC Centre for Community Engaged Learning (CCEL)**

SEPT 2021 - APR 2022 | VANCOUVER, BC

- Executed a website renewal project to improve CCEL's digital communications strategy and enhance user navigation by using InVision to determine information hierarchy.
- Designed promotional materials and managed social media strategy to communicate CCEL's social impact programming and events.

## EXTRA-CURRICULAR ACTIVITIES

### **Design Director, nwPlus**

APR 2021 - PRESENT | VANCOUVER, BC

- Directed a team of 7 designers, collaborating with the logistics, marketing, and development teams to deliver design requests.
- Collaborated with designers to create 3 unique and user-friendly websites for over 1000 hackers by using Figma to deliver lo-fi, mid-fi, and hi-fi work samples.

## PROJECTS

### **EquiTeeth Dental**

COMM 466: NEW VENTURE DESIGN | SEPT 2022 - PRESENT

- Conducted customer discovery interviews with 20+ dental practitioners and organizations to validate target market and product.
- Created customer profiles to identify the pains and gains of dental practitioners.

### **Fairchange**

PATAGONIA X COLLEGE ADOBE CREATIVE JAM | DEC 2021

- Used Adobe XD to prototype a mobile app that tracks consumer fashion spending and incentivizes them to shop ethically.
- Placed top 10 out of 256 teams and presented a 2-minute pitch of the Fairchange app prototype in the final round.

## PROFILE

A 5th-year student at the UBC Sauder School of Business, pursuing a minor in Asian Studies. A creative and diligent individual who is passionate about storytelling and possesses a variety of experiences working in visual and UI/UX design.

## EDUCATION

### **University of British Columbia (UBC)**

EXPECTED GRAD 2024

BCom. Double Specialization in Marketing and Organizational Behaviour & Human Resources (OHBR)

## SKILLS

Branding  
Design Thinking  
Graphic Design  
Illustration  
Marketing Research  
Project Management  
UI/UX Design  
Video-editing

## TOOLBOX

Adobe Premiere Pro  
Adobe XD  
Confluence  
Figma  
InVision  
Jira  
Miro  
R  
Webflow