



# Wenzhao ZHANG

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## Skills

### Language

English Fluent  
Mandarin Native

### UX Design Methodologies

User Research  
(Quantitative & Qualitative)  
Experience Mapping  
Persona Building  
Storyboarding  
Prototyping  
Usability Testing  
Heuristic Analysis

### Professional Tools

#### Design

Sketch  
Figma  
Balsamiq  
InVision  
Illustrator  
XD  
Photoshop  
After Effects

#### Coding

Python  
HTML&CSS  
R & RStudio

#### 3D Model

A-Frame  
Rhinoceros 3D  
SketchUp

## Awards

### National Scholarship

Ministry of Education of China  
Awarded for ranking 3/106  
01/2014

### National Architecture Design Competition in Higher Education

Excellent Design Work | 01/2015

## Education

### University of Toronto

Master of Information | 09/2019 - Now

User Experience Design + Human-Centered Data Science Concentration

### Columbia University in the city of New York

Master of Science in Advanced Architectural Design | 06/2016 - 05/2017

### Tsinghua University, Beijing, China

Bachelor of Architecture | 08/2011 - 06/2016

## Experience

### Research Assistant

AI for Justice Lab | University of Toronto | 11/2019 - now

- In charge of visual and branding design for the lab
- Current research focus on VR/AR technology used in social justice and therapeutical treatments. My responsibility is on literature review and meta-analysis of past studies
- Conducted user interviews on the research about digital products and harassments

### UI/UX Designer

RBC AmpHacks 2019 | 09/2019

- Collaborated with group in the two-day hackathon to prototype a project "CycleSafe" for Toronto cyclists to avoid dangerous area on route
- Conducted user research and interviews, designed A/B usability testing with prototypes and completed the UI and InVision mockup in 24 hours

### Project Design Manager

Vanke | Beijing, China | 06/2018– 11/2018

- Collaborated in the design management of a 90,000 sqf office development
- Completed user and market research aiming to establish the first high profile office complex in the district; Supervised and collaborated with designers under a tight time schedule and received design approval from the local government in 4 months

### Medical Planner Intern

NBBJ | New York, US | 08/2017– 12/2017

- Participated in the strategic planning for three major hospitals in the US
- Collected data for spatial analysis of the hospitals; Collaborated on developing business road maps and architectural site plans and sections
- Drafted an interactive website for the final design deliverables

## Volunteers

### Volunteer Architecture Elective Teacher

"Let's Talk Architecture" | Beijing, China | 03/2015 – 06/2016

- Guided high school students to form architectural understanding through lectures, group discussions, and model making
- Created with group members a participative learning game for the students

### Vice Leader and Performer

Peking Opera Association | Tsinghua University | 09/2011 – 06/2016

- Instructed weekly trainings and organized performances as the Vice Leader
- Designed posters and brochures for annual recruitment and performances