Wenzhao Rosie Zhang

UX DESIGNER + RESEARCHER

EXPERIENCE

Tangerine, UX Design Associate (Co-op)

05/2020 – 12/2020 | ON, Canada

· Managed and contributed to the company's new design system Lighthouse with design lead; collaborated with different agile teams to drive alignment
· Redesigned the banking product finding journey based on analytical user research, completed rapid prototyping and presentation in 1 week and received high-level stakeholder's acknowledgement

AI for Justice Lab, Research Assistant / UX Designer

11/2019 - Present | University of Toronto, ON, Canada

· Co-designed research plans and hypotheses; performed qualitative and quantitative analysis and processed research data to form inquisitive insights
· Led the visual and branding design for the lab, currently building the new lab website in collaboration with the engineer team

Vanke, Project Design Manager

06/2018 - 11/2018| Beijing, China

· Collaborated in the design management of a 90,000 sqft office development project; completed detailed user and market research; supervised and cooperated with agencies under various constraints and launched the design within 4 months

NBBJ, Medical Planner Intern

08/2017 - 12/2017 | New York, US

· Participated in the strategic planning for three major hospitals in the US
· Co-developed business road maps based on client interviews; completed architectural planning formulated on data-driven spatial product opportunities

SKILLS

Research	Design	Tools	Coding
User Research	Wireframes	Sketch App	HTML&CSS
Heuristic Evaluation	Prototyping	Figma	Basic Python
Scenarios	Illustration	InVision	Basic C#
Journey Maps	Video-editing	Balsamiq	
Usability Testing	3D modelling	Adobe Suite	

EDUCATION

University of Toronto

09/2019 – 06/2021 | ON, Canada

Master of Information
User Experience Design

Columbia University

06/2016 - 05/2017 | New York, US

Master of Science
Advanced Architectural Design

Tsinghua University

08/2011 - 06/2016 | Beijing, China

Bachelor of Architecture

PUBLICATION

Virtual reality or augmented reality as a tool for studying bystander behaviors in interpersonal violence: Scoping review.

Xue, J., Hu, R., Zhang, W., Zhao, Y., Zhang, B., Liu, N., Li, S.-C., Logan, J. (2021). *Journal of Medical Internet Research*, 23(2).
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