



ALFRED (YI) ZHANG

A UI/UX Designer with an edge on Visual Design and Graphics. I aim to improve people's life through tackling difficult design challenges and creating sensitive and reliable design solutions. Let's "coffee" over the future of design and computational aesthetics.

SKILLS - UI/UX DESIGN AND SOCIAL SCIENCE RESEARCH

Visual Design, Graphic Design, User Research, Qualitative and Quantitative Research, Marketing, Report Writing, Media

EXPERIENCE

Visual Design, Co-op Mobile Banking, Royal Bank of Canada

May 2018 - Aug 2018 | 4 Monthes
Toronto, Canada

Focuses: Sketch Nested Symbols, Global Symbol Library, Reusable Components
During my 4 months in Mobile Banking, I contributed to the release of Mobile 2.0 through developing and managing new component library, creating screens for new projects, defining UI specs for development team and creating mock-up screens for user tutorials.

Visual Design, Co-op Rewards and Offers, Royal Bank of Canada

Jan 2018 - April 2018 | 4 Monthes
Toronto, Canada

Focuses: Visual Guidelines, Web Home Page, Promotional Banners
Optimized the design process for the production of RBC Rewards Web homepage hero banner. Presented the visual solution to SMG(Senior Management Group). Worked collaboratively with product design director and content designer to define visual standards and create style guide that ensures the banner space works on various devices and on brand with RBC's products.

Multimedia, Summer Associate Dyad.com

May 2015 - Aug 2015 | 4 Monthes
Shanghai, China

Focuses: Promotional Material, Annual Event Brochure, Multimedia Production
Served as multimedia specialist overseeing multimedia content production in our annual promotional event. Responsible for all graphic design related tasks include an annual event brochure, online webinar posters, job posts and covers for a series of social media posts. Photographed company retreat to Echelon Asia Summit 2015 in Singapore.

CONTACTS

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EDUCATION

Simon Fraser University

May, 2014 - Present
Bachelor of Arts, Communication
and Interactive Arts & Technology
Joint Major

University of Leeds

Sep, 2017 - Jan, 2018
Study Abroad, Communication
and Media Studies

Zhejiang University of Media and Communications

Sep, 2012 - Jan, 2014
Transferred, Exhibition Economy
and Management

REFERENCES

Alessandro Drago
Director, Mobile Design
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Neelan Rach
Director, Digital Product Design
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Jason Mills
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