ZHINUO WANG

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EDUCATION

University of Toronto | Toronto

Master of Information Sep 2025- Current
User Experience Design

Bachelor of Arts Sep 2021- Jun 2025
Double Major in Economics and Communication, Information and Technology

SKILLS

Software: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Figma, MS Office

Professional Skills: Content creation, Market Analysis, Business Intelligence, Business Analysis and Visualization, User Experience Analysis, Customer Portrait Analysis, Video Editing

Interpersonal Skill: Leadership in small to medium-scale project, Teamwork, Time Management

PROFESSIONAL SUMMARY

Marketing, design, and analytical professional with proven ability to integrate creativity and data-driven insights to achieve business goals. Skilled at adapting quickly to new tools and workflows to deliver high-quality campaigns and design projects. Collaborative and growth-oriented, eager to contribute to team success while further developing expertise in user experience, branding, and data visualization.

EXPERIENCE

Visual Design Intern Apr 2026 - Jul 2026
ICkey Internet and Technology Co., Ltd. - Shanghai, China

- Designed promotional posters and campaign visuals for mobile and desktop platforms using **Adobe Photoshop** and **Adobe Illustrator**, supporting marketing and branding initiatives.
- Assisted in website page design using **Figma** and independently created web UI components, including pop-ups, floating widgets, banners, and promotional modules.
- Utilized AI design tools such as **GPT Image-2**, **Seedance**, and **Lovart** to accelerate content production and improve design workflow efficiency.

Product Design Intern Jun 2024 - Aug 2024

ChuZhou Bettyma Baby Carrier Co, Ltd. - ChuZhou, China
- Supported the design and illustration of baby carrier products using **Adobe Photoshop**, offering creative ideas and artwork to elevate product appeal.
- Produced graphics and visual content for marketing materials, boosting brand visibility and promotional efforts.
- Partnered with the design team to conceptualize and execute innovative ideas for new products and execute innovative ideas for new products and campaigns.

PROJECT EXPERIENCE

Dog Nutrition Tracking App (FEEDO) September 2025– December 2025
User Experience (UX) Design Studio– Toronto, Canada
- Designed a user-centered dog food tracking app in a team-based project, helping dog owners monitor meals, treats, and nutritional intake, addressing challenges in multi-caregiver feeding and overfeeding prevention.
- Developed wireframes and interactive prototypes in **Figma**, iterating on core features such as meal logging, progress tracking, and a goal-setting feature based on user feedback.
- Conducted user interviews and usability testing to identify key pain points and translate insights into UX improvements for clearer tracking and caregiver coordination.

Eliminate Bacteria Pro Product Pamphlet December 2023 – April 2024
Design Thinking II – Mississauga, Canada
- Created an innovative VR-integrated toothbrush design using **Adobe Illustrator** and **InDesign** that gamifies the brushing experience for children, improving oral hygiene through engaging visual feedback.
- Led the conceptualization and design of a cross-pollination product combining VR technology and dental care, ensuring effective cleaning with real-time visual cues.
- Collaborated on brand development, designing the logo and promotional materials, and initiated marketing strategies targeted at both children and parents.

Interactive Digital Brochure for Dyson Supersonic Hair Dryer December 2023 – April 2024
Design and Implementation of Multimedia Documents – Mississauga, Canada
- Created an Interactive Digital Brochure for Dyson Supersonic Hair Dryer using **Adobe InDesign**, targeting high-spending young consumers, using a minimalist design in black, white, and purple to align with Dyson's modern brand image.
- Designed with dynamic elements like hover effects for color display, interactive buttons to show product details, and a Z-pattern layout with an accessible table of contents to enhance user engagement and navigation.
- Highlighted Dyson’s unique aesthetics, accessories, and advanced technology through clear content structure and readable typography following WW3 guidelines.