

BAOHUA (Bernice) ZHENG

UX/UI & Visual Designer

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Education

Post Graduate | UX Design
Humber College,
Toronto, ON, Canada | 2022.8

M.A. | Industrial & Product Design
Savannah College of Art&Design
Savannah, GA, USA | 2017.6

B.F.A. | Industrial Design
Guangzhou Academy of Fine Arts,
Guangzhou, China | 2012.7

Design Skills

Idea / Data Visualization
User Research
Information Architecture | Persona
Journey Mapping | Wireframing
User Flow | Prototyping
Usability Testing
Photography | Photo&video Editing

Soft Skills

Teachability | Adaptability
Flexibility | Teamwork
Time Management
Design Thinking

Tools

Adobe Ps, Lr, Ai, Pr, InDesign, Acrobat
Figma, Miro, WordPress, Trello,
iWork, Microsoft Office Suite

Languages

English
Professional Work Proficiency
Mandarin
Native
Cantonese
Native

Experience

UX/UI Design Intern 2022.6-8
Humber FitRec, Toronto, ON, Canada

- Collaborate with UX/UI team, conduct card-sorting activities, information architecture, wireframing, affinity diagrams, user journey maps & personae.
- Redesign user flows and deliver prototypes, facilitate and synthesize user interview and usability testing.
- Create mockups, wireframes, high-fidelity clickable prototypes, and supporting design specifications and documentation.
- Perform user research, data analysis, and user testing with customers, translating insights and findings into tangible solutions.

Freelance Visual Designer 2018 - Present

- Website Design for responsive websites with WordPress and Wix.com, including: branding, information architecture, UI Design, typography, and product photography.
- Visual Design: design logos, banners, print materials, t-shirts, posters, booklet layout and fliers.
- Meet clients needs and ensure work is aligned with creative briefs and timelines.

Product & Graphic Designer 2017.6 -2018.9

Factories Connection Inc., Portland, OR, USA

- Conduct Market and user research, competitor analysis
- Participate in product prototyping, testing, manufacturing and branding
- Responsibilities in graphic design: package design, tags and fliers, catalogue design, presentation slides design, redesign company's logo, photography shooting for products and retouching and colour correction by Adobe Ps and Lr.

Graphic Designer & Photographer Assistant 2012.9 -2014.3

Juwei Photography and Design Co.,Ltd, Shenzhen, China

- Responsibilities in graphic print materials design: product brochure, book cover and pages layout design.
- Lead the commercial portrait and landscape photo editing by Adobe Ps and Lr, video editing by Adobe Pr and iMovie, assist in lighting and preparation for studio photo shooting.

Certificates&Awards

Ethical Conduct for Research Involving Humans Certificate(TCPS 2: CORE 2022)
Humber College Dean's list 2021-2022
Humber International Entrance Scholarship, IGNITE Scholarship
SCAD Academic Honours Graduate Scholarship & Student Incentive Scholarship
Zen Chair exhibited at '100% Design', London, U.K.
Supreme Award&Honorary Awards - Chinese Design Awards, China