

Aruca Zhang

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UI/UX Designer
Graphic Designer

🌐 <https://www.arucadesigns.com/>

☎ 647-687-0018

about

3 years experienced in graphic design and UX/UI design with composite skills. I'm passionate about create unique and functional mobile application interfaces.

I help business build up their brand and identity on different platforms by providing consistent, high quality and user-centred designs.

Trilingual in English, Mandarin and Japanese.

education

In-progress

Google UX Design Certificate

2015 - 2018

Sheridan College
Visual and Creative Arts,
Advanced Diploma

skills

AdobeXD, Illustrator,
Photoshop, InDesign,
Adobe Suites,
MS Office,
HTML & CSS

work experience

UX Designer

Scope-AI Inc.

January 2022- Present, Scarborough

Analyze user interface problem and create re-design solutions that meet measurable business goal and requirement to engage user experience; create user-centred designs including user flows wireframs, high-fidelity prototypes by considering customer feedback and usability findings; follow and maintain the existing design system to make sure all new components adhere to guidelines and quality standards

UX/UI Designer

Bestco Inc.

June 2020 - December 2021, Markham

Building online shopping mobile application and shopify store from none to launch. Working closely with developer team to bring designs into product.

UX/UI related:

- Creating responsive prototype that contributed to mobile and web pages of multi-platform e-commerce store; adapting designs to different platforms, e.g. iOS, Android, Website, WeChat mini app
 - Designing logos, icons and decided fond color and size for pages; creating intuitive and clearly text content for buttons and labels; ensuring final designs and assets to be handed off to engineering team properly
 - Performing user research and market research, applying research results into designs to create user-centered products
 - Working with owner, stakeholders, developers, visual designers and operation team, bringing solutions to meet different needs from diverse perspectives
- Tools: Adobe XD, Figma, other adobe applications

Graphics related:

- Photograph and edit product photos to be delivered on online store
- Creating weekly flyers and visual materials for in-store sales; designing posters, banners, social media ads, e-mails and other marketing materials to promote brand awareness
- Managing brand website updates and performed e-mail marketing through WIX

Graphic & UI Designer

E-Plus Express

October 2019 - December 2019, Mississauga

Developing branding strategy with owner. Developing creative design for marketing packages, including print materials, brochures, banners and signs. Refurbishing website by creating a useful and usable user interface.

Graphic Designer

JaccoTours

May 2019 - September 2019, Markham

Creating visual contents to support sales team and advertisements for different uses such as website banners, flyers, WeChat, e-mails, newspapers to promote different tours.