

Michelle Zhu

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EDUCATION

Simon Fraser University

Bachelor of Science in Interactive Arts and Technology

Burnaby, BC

September 2023 - Present

SKILLS

Design Tools: Illustrator, Photoshop, InDesign, After Effects, Figma, CAD

UX/UI: User Testing, User Research, Usability Testing, A/B testing, Wireframing, Prototyping, Interaction Design, Visual Design, Web Design, Mobile Design

Programming: Python, Java, JavaScript, HTML & CSS, Processing

WORK EXPERIENCE

Ten Ren Tea

Barista

Markham, ON

September 2022 - July 2023

- Demonstrated time management skills during peak hours, efficiently making teas and handling tasks without compromising service quality
- Executed end-of-day tasks, including cash reconciliation and inventory checks
- Boosted sales by upselling through in-depth product knowledge and customer service skills

PROJECTS

Interaction Design for Olá! Cafe & Acai

2025

Graphic Designer and Researcher

- Conducted site visits and staff interviews to analyze customer behavior and operational flow
- Led a 3-hour workshop with the café manager, presenting research insights and co-developing a design solution that boosted customer engagement and brand appeal.

PlantSnapper Augmented Reality Biodiversity Guide

2025

- Developed a mobile AR app enabling hands-free, real-time plant profiling for plant enthusiasts
- Conducted heuristic evaluations including user research, studies, testing, and playtesting to identify usability issues and improve user experience

Interaction and Visual Design, Jazzdor Music Festival

2024

Lead Graphic Designer

- Collaborated with team members and project manager to ensure cohesive branding
- Led visual concept development that merged experimental, jazz-driven visuals with functional and accessible, user-centered designs
- Produced marketing assets to increase event visibility and audience engagement

EXTRACURRICULARS

Salvation Army Food Bank

Food Bank Volunteer

Markham, ON

November 2021 - December 2021

- Maintained accurate inventory levels and organized warehouse supplies for distribution