

Kai Zhang

UX / UI DESIGNER

647-998-8911
Kaizhang1@gmail.com
kaixz.ca
Calgary, AB

SUMMARY

I'm a UX/UI Designer with a strong passion for human-centered design, research, and accessibility. With 4 years of hands-on expertise in research and prototyping, I focus on meeting user needs while balancing business goals. My strengths lie in creative problem-solving, understanding user behavior, and turning messy, complex workflows into intuitive experiences.

KEY SKILLS

Discovery & Research

User Research
Competitive Audits
Usability Testing
User Personas
Information Architecture

Design & Strategy

Figma (Auto Layout, Components)
Miro (Workshops, Brainstorming)
Adobe Creative Suite
Wireframing & Rapid Prototyping
Accessibility (WCAG)

Collaboration & Handoff

Jira (Ticket Management, Kanban)
Agile/Scrum
Cross-Functional Collaboration
Stakeholder Management
Workshop Facilitation

WORK EXPERIENCE

Freelancer

UX/UI Designer

Feb 2024 - Present

- **GeologicAI CoreScan Redesign:** Led a research-driven overhaul of the machine CoreScan operator interface. Mapped workflows from field interviews and designed stage-based screens, reducing cognitive load and training time for operators.
- **Coreva AI App:** Designed an end-to-end fitness app featuring a chat-first interface. Created user flows, onboarding, and a dashboard that unifies workout and meal logging for simplified user engagement.
- **Idextrus Website:** Spearheaded a responsive website redesign across desktop and mobile. Streamlined navigation across 10 pages+ and elevated brand visibility, collaborating closely with developers to ensure technical feasibility.

Nutrien

UX/UI Co-op

Jan 2023 - Dec 2023

- **HomeSafe Product Enhancement:** Led the design of new operating standards features, guided by usability testing and stakeholder feedback. By streamlining document navigation and introducing safer upload behavior, the redesign reduced the risk of lost documents and incomplete audit trails. These improvements replaced complex legacy workflows and resulted in a 60% increase in user engagement and universally positive feedback from stakeholders and users.
- **Research & Testing:** Conducted user interviews and usability testing to validate design decisions. Synthesized findings into clear, actionable reports for stakeholders.
- **Design System Accessibility Update:** Refined the Figma/Storybook design system, updating legacy components to meet modern WCAG AAA accessibility standards.
- **Design Enablement:** Hosted monthly internal UX design training webinars by creating slide decks, co-facilitating sessions, and leading live Q&A, while building a SharePoint knowledge base to centralize UX resources company-wide.

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EDUCATION

Applied UX Design

S.A.I.T

UX Certificate

Sept 2025 - Dec 2025

- Planning and conducting user interviews
- Synthesizing insights into clear problem statements
- Facilitating collaborative ideation workshops
- Prototyping and iterating Figma designs
- Running structured usability tests

Graphic Design

Humber College

Advanced Diploma

Sept 2018 - Dec 2022

Completed courses in:

- Experience Design
- Typography
- Design Research
- Web Technology

VOLUNTEERING & COMMUNITY

UX Camp YYC 2026

Volunteer

Feb 2026

- **Selected to support operations** for Calgary's largest UX conference, ensuring seamless event flow for speakers and attendees.
- **Facilitated Q&A sessions** by managing audio logistics and assisted with timekeeping to maintain the event schedule.
- **Provided on-site guidance** to attendees, contributing to a positive and organized conference experience.

NatHacks 2025

UX/UI Designer & Map Artist

Nov 2025

- **Collaborated in a team of 5** to build an adaptive memory game that modifies difficulty based on real-time brainwave data (EEG) using Neuropawn.
- **Designed and implemented** the game's UI and environmental maps, translating complex neuroscience metrics into an engaging, gamified student experience.
- **Learned and utilized** Unity and Git within a 64-hour timeframe to integrate visual assets directly into the development pipeline.

CERTIFICATION

UX/UI Designer Professional Certificate – UXcel (2026)