



Portfolio

www.siennazhao.com

Education

Bachelor of Global Business & Digital Arts, Honors

University of Waterloo
Class of 2024

International Exchange Student (4 Months)

National Technological University Singapore
Sept 2022 - Dec 2022

Skills

- Web Design
- Wire-framing
- Prototyping
- User Research/Interviews
- Usability Testing
- Visual Identity & Branding
- Interaction Design
- Graphic Design
- Storytelling

Software

- Figma
- Illustrator
- Photoshop
- After Effects
- Rive
- Webflow
- Notion

Work Experience

UX/UI Designer | Pixomondo (Sony Pictures)

Sept 2025 - March 2026

- Lead 3 projects in the innovation team, all of which aimed to improve the learning curve of industry standard tools in today's VFX industry.
- Collaborated with designers and front-end developers to create a scalable Figma asset library (100+ components), resulting in uniform UI/UX language and detailed specs for engineers.

Product Designer | Razroze Inc

Sept 2024 - May 2025

- Built high-fidelity prototypes for a mental health and wellbeing applications in Figma, for iOS and web.
- Developed a design system with 50+ reusable components in Figma for web and mobile increasing design speed and visual consistency.
- Created a cohesive brand identity including logo, character design, colour palette, and typography system to establish a distinct and memorable product presence.

Social Media Specialist (Co-op) | Big Blue Bubble

May 2023 - Aug 2023

- Created engaging animations, illustrations, and mini-games aligned with their mobile game's assets and style guides using Adobe InDesign, Illustrator, and After Effects, reaching over 2 million users across Instagram, TikTok, and YouTube.
- Crafted compelling video narratives for YouTube, combining editing, storytelling, and visual design to grow the channel's reach.
- Collaborated with the Marketing Team to ideate and manage monthly content schedules, ensuring consistent delivery of high-quality content.

Web Designer | Sociavore

Sept 2021 - Sept 2023

- Designed the user interface of 35+ e-commerce restaurant websites [IHop, Mildred's Temple Kitchen, Gusto 501, Johnny Fresco].
- Collaborated with clients to create a unique interface that caters to their business brand.

Campaign Marketing | Sociavore

Jun 2021 - Sept 2021

- Designed and produced 3 promotional animations showcasing Sociavore's products, services and values using After Effects, Figma, and Illustrator.
- Created motion graphics for the company's website and social media to enhance brand visibility and engagement.