



AVISS KEJIA ZHAO

UI/UX & Product Designer | Associate RGD

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 [LinkedIn](#)

SKILLS

- **UI/UX** – UX Research & Usability Testing, Wireframes, User Flows, Journey Maps, High-Fidelity UI, Prototypes, Responsive Design
- **Visual Design & Art Direction** – Visual Communication, Branding, Marketing Assets
- **Design Systems** – Component Libraries, Guidelines, Scalable UI Systems, Brand Consistency across Platforms
- **Collaboration** – Cross-Functional Teamwork (Product, Tech, Marketing)
- **Tools** – Figma, Adobe CC, HTML & CSS
- **AI-Integrated Workflow** – Vibe coding, AI-assisted design & prototyping, prompt engineering for design tasks (Claude)
- **Accessibility** – Inclusive Design & WCAG
- **Languages** – English & Chinese

EDUCATION

Bachelor of Design

Thompson Rivers University 2021 - 2023

Google UX Design Certificate

Coursera 2021 - 2021

Interaction Design & Development

George Brown Polytechnic 2018 - 2020

AWARDS

PLAR Award 2023

Issued by Prior Learning Assessment & Recognition - Thompson Rivers University, Kamloops, BC

RGD Grad Award 2020

Issued by Association of Registered Graphic Designers, Toronto, ON

Dean Honour List 2018-2020

Associated with School of Design - George Brown Polytechnic, Toronto, ON

EXPERIENCE

Product Designer - RockWallet, Toronto, ON

Jan 2026 - Jun 2026

- Joined the team ahead of MVP launch, contributing to feature finalization for the 2.0 app release in April
- Collaborated closely with PMs, design lead, and developers to deliver end-to-end flows and features including Settings, Gift Card Redemption, and web widgets
- Presented design solutions in stakeholder meetings, raising concerns, balancing business requirements with user needs, and delivering feasible solutions grounded in UX best practices and current resource constraints
- Leveraged AI-driven workflow to accelerate research, analysis, and prototyping; vibe coded select features to reduce development effort
- Conducted post-launch usability testing following the 2.0 release, analyzing pain points and drop-off rates to drive iterative improvements to the user experience

UX Designer - Gate.io, China

Apr 2024 - Jun 2024

- Conducted problem discovery and competitor analysis ahead of the revamp, creating a redesign proposal that clarified user needs and informed project direction
- Contributed to the website and app revamp (v2.0 → v3.0), focusing on the “My Account/My Profile” section and its subpages
- Designed and delivered brand-aligned high-fidelity UI, balancing usability, aesthetics, and functionality
- Implemented a new design system, optimizing user flows and interaction patterns for browsing and account management

UI Designer - VirgoCX Inc., Toronto, ON

Jan 2022 - Jan 2023

- Designed and launched new product features (dark mode, standalone websites for Wealth & NFT departments), balancing user needs, stakeholder requirements, and technical constraints
- Expanded and standardized the design system, ensuring scalable and consistent UI patterns across platforms
- Conducted UX research and usability testing, synthesizing insights into actionable design improvements
- Collaborated cross-functionally with Product, Tech, and Marketing to deliver accessible, user-centered experiences across web and mobile.
- Designed inclusive experiences by improving accessibility across digital products
- Partnered with Marketing and Wealth teams to deliver visually compelling communication assets aligned with brand strategy, strengthening brand presence at major events
- Designed a diverse range of marketing materials—including event posters, flyers, and social media campaign assets—to increase brand awareness and support product promotion initiatives

UI/UX Designer - Momoisland Inc. Toronto, ON

Oct 2021 - Dec 2021

Partnered with the Design Lead to design intuitive e-commerce app flows from wireframes to high-fidelity prototypes, covering browsing, shopping, and account management

UI/UX Designer/Visual Designer/Freelancer

Jun 2020 - Jan 2022

Collaborated with clients on a variety of design projects, including logos, banners, posters, and other visual assets and implemented client feedback, iterating on designs to meet specific expectations.