

Calvin Zheng

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EXPERIENCE

HVF Labs — Design Intern

San Francisco, CA | May 2018 - present

- Redesigned and built a new HVF Labs website to clarify company mission and attract new talent. Implemented a content management system for easy future updates
- Led design for a bank startup; created design system and brand guidelines
- Designed and A/B tested landing pages; increased signups from a 10% to 45% conversion rate
- Designed core mobile banking app from the ground up, making informed design decisions based on user interviews and testing conducted on waitlist customers

Symbility Intersect — Product Design Intern

Toronto, ON | Sept 2017 - May 2018

- Redesigned a new Report Builder feature for an aging insurance claims platform to help adjusters put together complicated datasets more easily
- Designed a property inspection tool for a German insurance company, moving a traditionally paper-bound process to digital

Manulife — User Experience Design Intern

Waterloo, ON | May 2017 - Sept 2017

- Designed a feature for the Manulife Bank Android app that allowed customers to pay and manage their bills in one place
- Conducted over 40 user interviews and tests to create a cohesive bill management user flow that ensured ease-of-use

EDUCATION

University of Waterloo, Bachelor of Global Business and Digital Arts

2014 - 2020 (expected)