

Jade Zhao

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EXPERIENCE

Indiana Phenology Lab – Bloomington, IN

January 2024 - Present

UX Design Intern

- Created interactive data source wireframes for a K-12 science education platform
- Performed competitive analysis and identified prototyping opportunities across platforms
- Developed high-fidelity wireframes, utilizing agile workflows, collaboration, and client feedback

Indy Local Collective – Indianapolis, IN

March 2023 - Present

UX Researcher

- Founded a digital collective, onboarding 25+ small businesses through digital transformation
- Conducted research on user experience (UX) to develop practices for optimizing user interactions
- Mentored aspiring UX designers by red-lining portfolios, leading workshops, and organizing events

Matcha By Moxie – Bloomington, IN

June 2020 - Present

Website Developer

- Generated a 50% increase in leads by designing responsive websites and custom marketplaces
- Developed web design modules, providing free and personalized learning resources for all ages
- Provided strategic consulting in advertising, site architecture, and 24/7 troubleshooting support

EDUCATION

Indiana University, Kelley School of Business – Bloomington, IN

May 2028

Candidate for Accelerated Master of Science in Information Systems (MSIS)

Indiana University, Luddy School of Informatics – Bloomington, IN

May 2027

Bachelor of Science in Informatics

GPA: 3.80/4.00

Honors: Luddy Academic Dean's List, Luddy's Hudson & Holland Scholar, Kelley MSIS Fellowship

VOLUNTEERING

IU Office of Undergraduate Education (OVPU) – Bloomington, IN

July 2023 - Present

Hudson & Holland Program Volunteer

- Earned full-ride Platinum Scholarship for leadership and academic excellence
- Led cultural initiatives, planned events, and volunteered through S.U.C.C.E.E.D. programs
- Selected for the IU Leadership Conference keynote and grew through HHSP mentorship

Laurie Burns McRobbie Serve IT Clinic – Bloomington, IN

April 2024 - February 2025

Serve AI Intern

- Created AX documentation that improved user experience by 75%
- Developed ethical AI guidelines to support responsible, nonprofit-focused tech solutions
- Volunteered time to research ethical AI guidelines for responsible implementation

TECHNICAL/LANGUAGE SKILLS

- **UX/UI Design & Web Development:** Adobe XD, Figma, HTML/CSS, JavaScript, Python, SQL
- **Platforms:** Access, Excel, Clover, Meta, Shopify, Squarespace, SpotHopper, Toast, Wix, WordPress
- **Expertise:** Business Technology Consulting, Digital Transformation, Strategic Planning
- **Languages:** English (native), Fuzhounese (native), Mandarin (professional), Spanish (intermediate)

INTERESTS

Design | Matcha | Gardening | Photography | Baking | Art | Reading | Exploring