Zack Riley-Hughes

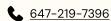


Product designer with a background in UX/UI, branding, and visual storytelling. Graduate of Sheridan's Honours Bachelor of Interaction Design program with an award-winning capstone. Experience designing accessible, emotionally intelligent digital experiences for startups, and community-based organizations. With work spanning branding, motion, and digital product design for clients in insurance, arts, and education.





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Experience

Product Designer

March 2025 - April 2025

Red Thread Industries | Toronto, ON

Award-Winning Placement at Red Thread Innovations, a digital innovation studio founded to break away from traditional vendor-client relationships. They've built products for TELUS, Walgreens, Paypal, RBC, and Tim Hortons

- Participated in hands-on collaborative design exercises alongside UX researchers and strategists to explore real-world application of user research and innovation frameworks.
- Gained insider knowledge on industry processes such as client onboarding, design sprints, and product-market fit evaluation in a leading innovation lab environment.

Social Media Coordinator

March 2024 - August 2025

Sheridanlife Radio | Sheridan College Trafalgar

SheridanLife Radio is a student run organization whose origins date back to a student lead radio club. Since then the business has evolved into a campus centered media outlet that covers everything from local events such as TIFF, interviews local bands, host student-centered podcasts, and organizes on campus concerts.

- Executed targeted Instagram and Twitter ad campaigns informed by business metrics, achieving a 15% increase in user engagement.
- Designed and launched a merchandise line including shirts, sweaters, phone
 cases, and stickers, generating 450 sales within the first two weeks and
 strengthening on-campus brand recognition and reputation.
- Spearheaded the design and implementation of a web-based content management system
- Developed brand guidelines, and built a design system to enhance the online presence of live shows and podcasts.

Skills

Languages:

English, Patois and Mandarin

Academic Achievements

Graduated Honours

Sheridan College

September 2021 - April 2025

Winner, Purposeful Innovation Award

- Red Thread Innovations (RTI)

Awarded for outstanding speculative design proposal that exemplified innovation with social impact; led to exclusive Shadow Week with RTI's multidisciplinary innovation team.

The Complete Web Developer Certificate

JavaScript, CSS/HTML

September 2022 - July 2023

TCPS 2 Core: Panel On Research Ethics

Certificate # 000790811

September 2021 -

Sheridan IXDA Vice President

Graphic Designer Co-op

Co-Operators Group Limited | Guelph, ON

May 2024 - August 2024

A leading Canadian insurance and financial services provider offering a wide range of products, including home, auto, life, and business insurance, as well as investment solutions. The organization is recognized for its focus on community impact, sustainability, and client-centered service.

- Directed creative execution of a TTC train-wrap campaign for Toronto's subway and streetcars, maintaining brand consistency and visual impact from concept through final production to meet TTC dielines
- Developed and presented campaign concepts to stakeholders at multiple levels, incorporating iterative feedback to refine and align designs with strategic objectives.
- Storyboarded and produced narratives for Twitch and YouTube ad campaigns, creating motion design components, animations, and digital assets in Adobe After Effects in compliance with brand guidelines. <u>Link to ad</u>

Relevant Projects

Figure Plus: Interaction Design Thesis Project

(Case-study Here / Video Demo Here) | UX Design, UX Research, Product Design, Social Impact, Mobile Application

- Conducted qualitative research through interviews, co-design activities, and user testing sessions with participants impacted by body image issues to inform ethical design directions.
- Developed an interactive prototype and conceptual UI flow in Figma, grounded in data-driven design to develop a mobile application, designed to support body neutrality, mental well-being, and emotional reflection.

Gather Round: Literacy Development App for Early Childhood

(Video Demo Here) | UX Research, UX Design, Educational Technology, Social Impact, Mobile Application

- Conducted primary research through interviews with Child and Youth Care Workers to understand challenges, and user needs across early childhood literacy development, especially among neurodivergent and underserved populations.
- Synthesized findings to identify key design principles around limiting screen dependency, encouraging socio-emotional development, and promoting inclusive learning pathways.
- Focused on enhancing pre-literacy skills through structured routines, offline activity prompts, and gamified engagement models built on ethical behavioral reinforcement strategies.

Cineplex Cinemas: User Journey Evaluation

Usability Testing, Information Architecture, User Experience, data-driven design

- Collected facial tracking, eye-tracking, heart-rate and emotional arousal data to assess user understanding and experience while browsing Cineplex's website
- Developed a comprehensive report outlining recommendations to improve user satisfaction, user retention and platform clarity by 30%.

Skills

UX/UI Design & Research

Wireframing · Interactive Prototypes · UI Research · UX Research · Usability Testing · User Testing · A/B Testing · Card Sorting · Information Architecture · Design Systems · Data-Driven Design · User Flows · Mockups · Style Guides · 101 Design Methods · Double Diamond Design Process

Front-End Development

HTML/CSS · JavaScript · Node.js · Three.js · P5.js · SCSS · API Structure · Spline

Data Visualization & Analytics

Tableau · Data Visualization · Imotions FACET Software · Imotions Shimmer3 · Imotions Eye Tracking

3D, AR & Motion Design

Spark AR · Blender 3D · Cinema 4D · Spline · After Effects

Creative Tools

Figma · Adobe XD · Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe Creative Suite · DaVinci Resolve