



Yuezhang Cheng

UI/UX Designer & Front-end Developer

+1 437 788 1280

jaspercheng2022@gmail.com

Toronto, Canada

<https://www.linkedin.com/in/jasper-cheng-501433243/>

Profile

UI/UX Designer & Front-End Developer with B.S. in computer science and a certificate from UofT SCS UX/UI Boot Camp. Skilled in most Adobe suite software, Figma, HTML5, CSS, JavaScript, Bootstrap, and jQuery. Strengthened in user problem solving and believed that understanding the needs and frustrations is the key to improving user experience. Specializing in creating beautiful and functional websites and digital interfaces, I am a very passionate designer who always wants to grow, learn, and explore something new.

Experience

YWI ALLIANCE INC.

- MARKETING SPECIALIST

Sep 2020- April 2021 ·Brandon Manitoba

- Researched and analyzed related projects.
- Developed, implemented, and tracked marketing programs.
- Developed, created, and amended marketing materials.
- Search Engine Optimization (SEO) works

- OFFICE MANAGER AND CUSTOMER SERVICE SUPERVISOR

Feb 2019 - Sep 2020 ·Brandon Manitoba

- Helped clients settling down in a new country.
- Acknowledged and resolved complaints.
- Kept records of interactions, transactions, comments, and complaints.
- Communicated and coordinated with colleagues.
- Ensured customer satisfaction and provided professional customer support.
- Provided feedback on the efficiency of the customer service process.
- Managed a team of junior customer service representatives.
- Solved emergent problems.
- Managed daily office maintenance.

NEO ENTERPRISE INC.

- BUSINESS DEVELOPMENT SPECIALIST

April 2017 - Feb 2019 ·Brandon Manitoba

- Sought locations for business.
- Communicated with local government and construction team regarding health and building permit registrations.

Portfolio Website Link

<https://hpyorange.github.io/JasperWeb/>

Specialities

- Web Design
- User Interface
- User Experience
- Wireframing
- Prototyping
- Front End Coding

Tools/Technologies

- Figma
- Sketch
- InVision
- Adobe XD
- Illustrator
- AE
- Photoshop
- Bootstrap 4/5
- HTML
- CSS
- JS

Hobbies

- 🚗 Traveling
- 💻 Tech Enthusiast
- 🎮 Video Gaming

- Communicated and coordinated with colleagues.
- Basic Business Interior designs.
- Graphic design works (poster, menu, wall painting)
- Sought suppliers and follow-up communicating.
- Pricing products.
- Looked for business cooperation opportunities.
- Related business researching.

Languages

English (Fluent)

Chinese (Mandarin) (Native)

CUSTOMER SERVICE EXECUTIVE • YWI ALLIANCE INC.

May 2016 - March 2017 (Part-Time) · Brandon Manitoba

- Helped clients settling down in a new country.

Education

Program Certificate - UI/UX Boot Camp

2021- 2022 · University of Toronto School of Continuing Studies , Toronto

Graduation - Bachelor's in Computer Science

2012 - 2017 · Brandon University, Brandon

- Major in Computer Science
- Minor in Fine Art

Recent Projects

North Peel Family Health Team Website Redesign

Family Doctor website redesign · Bootstrap 5, Figma

This is a team project. We have observed that the current website is lacking some of the basic features that patients have expressed a desire to have which is causing confusion and dissatisfaction with the overall experience of the website. Our goal was to improve the user experience, modernise the aesthetic, and provide better access to the medical services.

Project Link:

<https://hpyorange.github.io/JasperWeb/Project1.html>

DHS Website Redesign

Government Website Redesign · Figma, Photoshop

The Problem: Complicated information architecture and overwhelming information make it difficult to navigate around the website.

The Solution: Redesign the website to create easier and more efficient access to the information.

Project Link:

https://docs.google.com/presentation/d/1D9D4bdyCVwRj06eZk8tzjyel__iAlhT/edit#slide=id.p1