



# Yuezhang Cheng

UI/UX Designer & Front-end Developer

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## Profile

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

## Experience

### YWI ALLIANCE INC.

MARKETING SPECIALIST (Sep 2020- April 2021)

- Boosted click and view rates of the company website by researching the working principles of each search engine and operating SEO skills
- Optimized the company's social media by keeping all information accurate and up-to-date, and maintained an average increase of 50 new followers per month
- Contrived new marketing promotions by collecting and leveraging analytics and competitive analysis

OFFICE MANAGER AND CUSTOMER SERVICE SUPERVISOR

(Feb 2019 - Sep 2020)

- Mentored 4 junior customer service representatives by supervising work priorities and managing group calendars and schedules.
- Resolved more than 100 clients' intractable cases by providing professional consultations and informative advice.
- Integrated and reported bi-weekly office operations and existing pain points to the headquarter by creating management-level reports and giving presentations.

## Links

### Portfolio

<https://jaspercyz.com>

### GitHub

<https://github.com/Hpyorange>

## Specialities

Web Design

User Interface

User Experience

Wireframing

Prototyping

Front End Coding

## Tools/Skills

Figma

Sketch

InVision

Adobe XD

Illustrator

AE

Photoshop

Bootstrap

HTML

CSS

JavaScript

jQuery

Node.js

React.js

## Languages

English (Fluent)

Chinese (Mandarin) (Native)

## NEO ENTERPRISE INC.

BUSINESS DEVELOPMENT SPECIALIST (April 2017 - Feb 2019)

- Set up two new shops by communicating with the local government, engineer, and construction team
- Organized interior designs by familiarizing health and building policies and collaborating with other involved parties
- Designed store graphic works with colleagues, including posters, menus, and wall painting by using visual art knowledge and skills

## YWI ALLIANCE INC.

CUSTOMER SERVICE EXECUTIVE (May 2016 - March 2017)

- Helped 15 families settling down in Canada by preparing documentation and tracking status to ensure clients complete and submit applications on time
- Understood clients mentality by overseeing their needs and pain points and providing timely and effective communication

## Education

### Certificate in Full Stack Web Development

2023 University of Toronto School of Continuing Studies

### Certificate in UI/UX

2022 University of Toronto School of Continuing Studies

### Bachelor of Science in Computer Science with a minor in Fine Arts

2017 Brandon University, Brandon

## Projects

### Coding Projects



#### Coding Portfolio

This is my coding portfolio website deployed by react. The website includes my personal info and recent Coding Projects.

Links:

GitHub Repo: <https://github.com/Hpyorange/react-portfolio>

GitHub Page: <https://hpyorange.github.io/react-portfolio>

## UI/UX Projects



### North Peel Family Health Team Website Redesign

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Family Doctor website redesign

- Bootstrap, 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

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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 find the information.

Project Link:

[https://docs.google.com/presentation/d/1D9D4bdyCVwRj06eZk8tzjyiel\\_iAlhT/edit#slide=id.p1](https://docs.google.com/presentation/d/1D9D4bdyCVwRj06eZk8tzjyiel_iAlhT/edit#slide=id.p1)