Johnson Chen

Product Designer | UX/UI Designer

www.JohnsonChen.ca

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Experience

UX/UI Designer DigitalMainStreet
September 2020 - December 2020

- Utilized Google analytics and Shopify analytics to determine areas of improvement for the website to increase sales by 40%
- Implemented several ecommerce addons into online stores to increase automation of user services to improve customer retention
- Prodivded general design guidelines to clients and aided in implementing them to improve their CMS abilities

UX Designer DigitalMex
October 2019 - December 2019

- Performed research on the previous website by utilizing heatmaps to find user preferences and habits using Hotjar
- Overhauled the website based on user research to create a better user experience using Figma

UX/UI Designer ATA Travel Consortium
May 2019 - August 2019

- Created various wireframes, mock-ups and prototypes for apps and websites using Adobe XD and InVision
- Researched the competitors in an industry and wrote a competitor analysis paper for the company's future projects
- Developed the early stages of an app by creating the branding and app design prototypes using Illustrator and Figma

Skills

Tools	Skills	Other
Adobe CC	User Research	HTML & CSS
Figma	Usability Testing	Webflow
InVision	Interaction Design	WordPress
Balsamiq	Branding	Wix
Hotjar	Wed Design	
	Prototyping	

Education

University of Waterloo
2016 - 2020

Bachelors of Global Business and Digital Arts

Google Analytics Academy
2018

Certificate of Google Analytics for Beginners

Projects

Riot+
2020

- Gathered survey results from users using Google Forms
- Designed and prototyped mockups using Figma and InVision
- Conducted user survey to measure satisfaction using Google Forms

Walkrs - Capstone Project
2019

- Conducted user research through interviews and surveys in person
- Created prototypes using Figma and InVision
- Added improvements to project by conducting user testing

Interests

Video games

Technology

Fashion

Music