

Johnson Chen

Product Designer

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EXPERIENCE

UX/UI Designer DigitalMainStreet

September 2020 - December 2020

- Utilized client's store analytics and user/industry research to make changes in the user journey and increase sales by 40%
- Introduced new plugins into online stores to attract new and returning customers and increase conversion rates by 60%
- Implemented and taught general design guidelines to clients to improve their personal design and CMS abilities

UX Designer DigitalMex

October 2019 - December 2019

- Analyzed the previous website by utilizing heatmaps on Hotjar to find common user journeys and habits
- Redesigned the website based on heatmaps and industry research for a better user experience using Figma

UX/UI Designer ATA Travel Consortium

May 2019 - August 2019

- Created various wireframes, mock-ups and prototypes for potential 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
- Designed the early stages of an app by creating the branding and app design prototypes using Illustrator and Figma

SKILLS

Tools

Adobe CC

Figma

InVision

Balsamiq

Hotjar

Skills

User Research

Usability Testing

Interaction Design

Branding

Web Design

Prototyping

Other

HTML & CSS

Webflow

WordPress

Wix

Shopify

EDUCATION

University of Waterloo

2016 - 2020

Bachelors of Global Business and Digital Arts

Udemy Online Course

2020

Master Digital Product Design: UX Research & UI Design

PROJECTS

Shopify E-commerce Store

2021

- Researched competitors to create a business proposition
- Interviewed potential customers to gain insight on purchase decisions
- Implemented the information architecture based on research

Riot+

2020

- Conducted user survey to understand problems and wants
- Designed and prototyped mockups using Figma and InVision
- Conducted another survey to test satisfaction