

Johnson Chen

Product Designer

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EXPERIENCE

UX Designer TripArc

August 2021 - August 2023

- Enhanced product's user experience and consistency by aiding the development of a design system, creating user flows, and iterative mockups in Figma to meet user and business goals
- Led user interviews and usability tests to create data-driven design solutions and improve the product features
- Collaborated and supported multiple teams consisting of developers, product managers, and stakeholders to implement designs and receive feedback

UX/UI Designer DigitalMainStreet

September 2020 - December 2020

- Increased sales by 40% utilizing client's store data and user/industry research to redefine the user journey
- Improved conversion rates by 60% through user friendly plugins in Shopify to secure new and returning customers
- 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

SKILLS

Tools

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
InVision
Jira

Knowledge

User Research
Usability Testing
Interaction Design
Design Systems
Responsive Design
Prototyping

Other

HTML & CSS
Webflow
WordPress
Wix
Shopify
Web3

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

PERSONAL PROJECTS

Shopify E-commerce Store

2021

- Researched competitors to create a business proposition
- Interviewed potential customers to gain insight on purchase decisions
- Developed a user journey that met user research data to improve the information architecture

Riot+

2020

- Conducted user research to understand the goal and craft a user persona
- Designed and prototyped mockups using Figma and InVision
- Continued user research to test satisfaction and continue a user centric approach by iterating based on data