

# Johnson Chen

Product Designer

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## EXPERIENCE

### UX Designer TripArc

August 2021 - August 2023

- Redesigned products to be more intuitive and consistent by contributing to a design system and creating user flows with mockups in Figma to boost user productivity
- Collaborated with developers, product managers, and stakeholders to implement designs and receive feedback
- Led user interviews and usability tests to create data-driven design solutions and improve the experience with our tools

### 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

## 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

## 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