

# 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