

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 creating a design system, updating core functions, and changing the information architecture with mockups in Figma
- Communicated with team members and stakeholders to give and receive updates on project statuses
- Conducted user interviews and usability tests to understand user needs and improve their 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