# **Johnson Chen**

# Product Designer | UX/UI Designer

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## **Experience**

#### **UX/UI Designer** DigitalMainStreet

September 2020 - December 2020

- Utilized Google analytics and Shopify analytics to determine areas of improvement for the website to increase sales by 40%
- Implemented several ecommerce addons into online stores to increase automation of user services to improve customer retention
- Provided general design guidelines to clients and aided in implementing them to improve their CMS abilities

#### **UX Designer** DigitalMex

October 2019 - December 2019

- Performed research on the previous website by utilizing heatmaps to find user preferences and habits using Hotjar
- Overhauled the website based on user research to create a better user experience using Figma

#### **UX/UI Designer** ATA Travel Consortium

May 2019 - August 2019

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

#### **Skills**

Tools	Skills	Other
Adobe CC	User Research	HTML & CSS
Figma	Usability Testing	Webflow
InVision	Interaction Design	WordPress
Balsamiq	Branding	Wix
Hotjar	Web Design	
	Prototyping	

#### **Education**

#### University of Waterloo

2016 - 2020

Bachelors of Global Business and Digital Arts

#### Google Analytics Academy

2018

Certificate of Google Analytics for Beginners

## **Projects**

#### Riot+

2020

- Gathered survey results from users using Google Forms
- Designed and prototyped mockups using Figma and InVision
- Conducted user survey to measure satisfaction using Google Forms

# Walkrs - Capstone Project

2019

- Conducted user research through interviews and surveys in person
- Created prototypes using Figma and InVision
- Added improvements to project by conducting user testing

#### **Interests**

Video games Technology Fashion Music