

Jue Ru (Joy) Chen

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Montreal, QC

A UX/UI designer with a diverse skill set - from managing multiple projects to dissecting complex business problems. Her previous background in Finance and Interior Design has fueled her rational and creative mindset. She is a perfectionist with high standards and is driven and inspired by bold and minimalistic designs.

EDUCATION

CareerFoundry

UX Design & Frontend Development
Class of 2022

Concordia University, John Molson School of Business

BA in Commerce: Major Finance & Minor Marketing
Class of 2020

SKILLS

User Research	Figma
Usability Testing	Photoshop
User Interview	Indesign
Persona	Illustrator
Wireframing	HTML/CSS
Prototyping	Sketch
Journey Mapping	Adobe Xd
User Story	Javascript
Task Analysis	
Heuristic Evaluation	Video Editing
Affinity Mapping	Interior Design
Collaboration	English
Organization	French
Stress Management	Mandarin
Multitask	
Adaptation	
CRM	

PROJECT

PlutoPay

Jul 2021-
Feb 2022

UX/UI Designer

Designed PlutoPay's progressive web app using Figma and Miro. Developed over 40+ low- to high-fidelity wireframes, prototypes, personas, flowcharts, sitemaps, and a comprehensive style guide.

Defined the underlying user needs by conducting user surveys, interviews, A/B testing, and competitor & market analysis.

EXPERIENCE

Holt Renfrew

May 2021-
Present

Womenswear Sales Associate

Empathized with clients to cater a personalized shopping experience.

Analyzed and reported department performance with user feedback and sales metrics.

BMO

Nov 2020-
May 2021

Teller

Identified customer needs and initiated referrals to investment colleagues.

Assisted customers with their daily banking transactions and engaged them in a need-based conversation.

Scrutinized transaction details and reported signs of suspicious banking activity related to money laundering.

SSENSE

May 2016-
Jan 2020

Personal Stylist

Bridged the user experience of online and in-person shopping with an exceptional mastering of all SSENSE digital interfaces.

Built and maintained ongoing communications with a large set of international clientele.

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