

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

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.

SKILL

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	Video Editing
Heuristic Evaluation	
Affinity Mapping	
CRM	
Interior Design	

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.

LANGUAGE

English
French
Mandarin

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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