Alice Zhang
User Experience and Product Designer

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EXPERIENCE

UX Designer - Pelesys for CAE
Richmond, Canada | January 2022-Present

- Created Figma mockups to improve on existing features of the CrewPad PRO app, which would be handed off to developers. Future releases of the app would better support pilot instructors and trainees in managing textbook-based training.

- Designed a series of mockups for a new course file management feature. The mockups were presented virtually to clients who requested the feature, who expressed satisfaction and offered further feedback.

UX Designer - Evident Point Software for PressReader
Vancouver, Canada | January 2019-November 2021

- As part of PressReader's EdTech department, set the foundation for a 500K online school workbook project with a coworker over the course of 2 weeks. Project was green-lit after presenting to stakeholders and is actively under development.

- Lead the competitive analysis effort on 14 other leading products as part of a user research effort to find areas of improvement for our product, which was presented to stakeholders as a start to actively designing for discovered product improvements.

- Designed major features for the reader and portal products as part of the agile sprint, where completed Figma mockups were discussed with developers before handoff.

- Updated visual branding and print design for a client, including adjusting brand colours to be WCAG AA contrast-compliant.

UX Designer & Developer - Plaid Consulting
Vancouver, Canada | May 2018-July 2019

- Designed a prototype for a web application using Adobe XD and Proto.io, which included typography and brand colours and was built using ReactJS, Bootstrap and SASS, compiled with NodeJS, and tracked using Git bash.

- Conducted initial user research through interviewing data analysts and institutional research personnel to increase awareness on the web application's target market and potential users.

EDUCATION

Simon Fraser University, Canada
BSc in Interactive Arts and Technology | 2020
Certificate in Computing Studies | 2020

Malmö University, Sweden
Interaction Design BA Course in Full-time Exchange Program | 2017

SKILLS

UX Methods
User Research
User Interviewing
Competitor Product Analysis
User Journey Mapping
Persona Creation
Usability Testing

Design Skills
User Experience Design
User Interface Design
Visual Design
Print Design

Design Tools
Figma, Proto.io, Adobe XD
Adobe Photoshop, Illustrator,
InDesign, Lightroom
Miro, LucidChart
Notion
Airtable

Coding
HTML
CSS/SASS
Javascript
Java
Git Bash

LANGUAGE PROFICIENCIES
English
Mandarin Chinese
Spanish