Alice Zhang
User Experience and Product Designer

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EXPERIENCE

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

- Updated visual branding for a major customer, including adjusting colour palette to be WCAG contrast-compliant and creating seasonally varied graphics of the company mascot, which were used in website banners and printed letterhead.
- Lead the competitive analysis effort on 14 other leading products as part of a user research effort, which included deciding on criteria to measure product effectiveness and synthesizing research findings to pinpoint areas for improvement.
- Improved the design of a product feature by creating concept mockups on Figma based on research of the approaches taken by different operating systems. The concepts were then reviewed by company stakeholders.

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.

Web Communications Assistant - DFO Canada
Vancouver, Canada | September 2015-April 2016

- Created and converted webpages via HTML/CSS and Bootstrap, modernizing menus, buttons, information states, and UI/UX layout consistency for the DFO government website.
- Designed the fitness centre's monthly newsletters using Photoshop and InDesign, including typography and illustrations, for print and distribution around the office's fitness centre.

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

SPOKEN LANGUAGES

English
Mandarin Chinese
Spanish