

Alice Zhang

User Experience and Product Designer

EXPERIENCE

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 discovered product improvements.
- Designed major features for the reader and portal products as part of the agile sprint involving communication with developers, where completed Figma mockups were given to developers to implement.
- 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.

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

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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