Alice Zhang

User Experience Designer with 7 years of experience in SaaS for B2B environments specializing in visual design, accessibility, and UX strategy. Focusing on transforming ambiguity into clear, user-centred solutions, that result in memorable experiences.

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EXPERIENCE

UI and UX Designer

PELESYS FOR CAE

Richmond, Canada | January 2022 - September 2024

- Designed Figma and Sketch mockups for the Learning Management System web app redesign, collaborating with a cross-functional team of developers, QA, and product managers across international time zones.

- Contributed to feature improvements and initial concepts for the Learning Management System within 2-week sprint cycles, while also taking on additional tasks for the Exam Generation System and internal UX tasks, such as conducting quick user tests when ahead of schedule.

- Coordinated UX interviews and research with international clients, including FedEx, Philippine Airlines, and Fiji Airways.

- Refined existing design of the fill-in-the-blanks question type, enhancing the exam creation process for course admins.

- Collaborated with CAE design team to develop new in-house design system assets used across all redesign projects.

UX Designer - Evident Point Software for PressReader

EVIDENT POINT SOFTWARE FOR PRESSREADER

Richmond, Canada | January 2019 - November 2021

- Established design foundation for online workbook initiative in PressReader's EdTech department, and presented to stakeholders.

- Organized competitive analysis of 14 products, identifying improvement areas to guide product design and boost conversion.

- Executed unmoderated user acceptance testing for UI design innovations, analysing user behaviour to validate design decisions.

- Created responsive Figma mockups for flagship ActiveTextbook reader and portal product features, collaborating in agile sprints with cross-functional team of QA, developers, and product owners. Sprint work was documented and tracked in Jira and Confluence.

- Updated client visual branding and print design, adjusting brand colors to meet WCAG AA contrast standards.

UX Designer & Developer - Plaid Consulting

PLAID CONSULTING

Vancouver, Canada | May 2018 - July 2019

- Designed landing page and full site hierarchy for interactive web app in Adobe XD and Proto.io, incorporating brand colours and typography.

DESIGN SKILLS

Product Design

User Interface Design

Visual Design

Wireframing

Print Design

UX METHODS

UX Research

User Interviewing

Competitor Product Analysis

User Journey Mapping

Persona Creation

Usability Testing

UX Writing

Accessibility Testing

AI Prompt Engineering

TOOLS

Figma

Sketch

Framer

Adobe Creative Suite

Miro, LucidChart

Notion

Airtable

CODING

HTML

CSS/SASS

Javascript

Git Bash

EXPERIENCE CONT'D

- Initiated front-end development of responsive webpages using ReactJS, Bootstrap, SASS, NodeJS, and tracked with Git Bash.
- Conducted user research through user interviews with data analysts and institutional researchers to define user needs for the web app.

Web Communications Assistant

DFO CANADA

Vancouver, Canada | September 2015 - April 2016

- Updated government webpages daily with red tide contamination alert messages, notifying the public of unsafe bivalve shellfish harvesting areas.
- Converted DFO government webpages to use a mobile-friendly, accessible HTML/CSS and Bootstrap template.
- Designed fitness centre newsletters in Photoshop and Illustrator.

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

LANGUAGE PROFICIENCIES

English

Mandarin Chinese