

Jianchen Zhu

UX & Product Design

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Experience

Consultant - UX Designer

CGI Inc. · Mar 2021 - Present · Toronto

Current Work:

- Lead the modernization project of BMO Nesbitt Burns Gateway.
- Participate in user testing sessions, identify user pain points and discover opportunities for BMO Gateway desktop and mobile applications.
- Actively collaborate with business analysts, product owners, product managers, and UX researchers to redesign the user flow and enhance the user experience of BMO Gateway 2.0.
- Actively coordinate with other designers and product managers from BMO Investor Line to make the design language and features consistent across the entire BMO Wealth platform.
- Frequently communicate with the design system team to create new components and enrich the BMO design system.

Past Projects:

- Redesigned the anti-money laundry pages on BMO Customer Connect. Simplified the user flow and refreshed the page with a modern look.
- Led the redesign of FATCA and CRS tax direct reporting pages on BMO Customer Connect. Collaborated with business analysts and other designers to make sure that the design conforms to business requirements.

Product Design Intern

Snaptravel · Jan 2020 - Apr 2020 · Toronto

- Audited the user flow and completed a user journey map on the current payment web pages. Conducted heuristic evaluation, identified 5+ user pain points.
- Analyzed user data using Amplitude and Hotjar heatmaps to influence design decisions. Conducted competitor research and summarized current web design trends.
- Collaborated with product managers to generate ideas and future opportunities for mobile UI. Proposed design recommendations for the payment process UI to increase the conversion rate by up to 11%.
- Designed a new version of the mobile payment page UI for A/B testing. Updated a white-labelling design system for Kayak, Priceline, Lonely Planet and Google Hotels using Sketch.

Web Designer

University of Toronto · Sep 2019 - Feb 2020 · Toronto

- Conducted heuristic evaluation and user flow audit on the current website. Gathered user feedback and identified user pain points.
- Improved the overall information architecture of the entire website. Tailored the website to accommodate the needs of users who live in rural areas with limited Internet access and old devices.
- Fixed broken links, corrected inconsistent fonts and layout. Enhanced the usability of 20+ pages and enriched multimedia content on the website.

Projects

UX Designer

Vox Pop Labs · Feb 2021 - Mar 2021 · Toronto

- Redesigned the UI of Vox Pop Labs' new product - Polimeter.
- Ideated new ways to visualize the survey results of Australian Broadcasting Corporations' campaign "Australia Talks 2021".

UX Designer

Special Olympics Ontario · Sep 2018 - Jan 2019 · Toronto

- Redesigned the organization, navigation, and labelling system of the website. Simplified the information retrieval process and increased the task success rate from 40% to 90%.

Skills

UX

User Interface Design
Responsive Web Design
Wireframing
Prototyping
User Research
Information Architecture
Usability Testing
User Journey Mapping
Design System

Front-end

HTML jQuery
CSS JavaScript
Bootstrap React.js

Toolbox

Balsamiq InVision
Sketch Adobe CC
Figma Origami Studio

Education

University of Toronto

Master of Information

User Experience Design
2018 - 2020

Hong Kong

Baptist University

Bachelor of Social Sciences

European Studies (French)
2010 - 2015

Certification

2020 Web Dev Bootcamp

Udemy · Jan 2020 · Toronto

Credential ID: UC-ZYKHEF5M

Languages

English Mandarin
French Cantonese