

Jianchen Zhu

UX & Product Design

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Experience

UX Research and Design Intern

Snaptravel · Jan 2020 - Apr 2020 · Toronto

- Proposed design recommendations and redesigned the final payment process UI to increase the conversion rate by 11%.
- Audited the user flow and identified 5+ user pain points on the current check-out & payment web pages. Completed user journey map and summarized 3+ future opportunities for the mobile UI.
- Researched German and UK online travel agencies for the localization of Snaptravel's website in Europe, making the website fit European users' needs.
- Conducted competitor research and summarized current design trends using Sketch and InVision.
- Analyzed user data using Amplitude and Hotjar to support UI modifications.

Web Designer & Front-end Developer

University of Toronto · Sep 2019 - Feb 2020 · Toronto

handlewithcarecanada.org (co-developed with SickKids)

- Improved the overall information architecture of the entire website.
- Fixed broken links, corrected inconsistent fonts and layout. Enhanced the usability of 20+ pages.
- Enriched the content by embedding multiple promotional videos and photos using HTML and CSS.

UX Designer

Special Olympics Ontario · Sep 2018 - Jan 2019 · Toronto

- Conducted interview, survey, usability test, card-sorting study and tree test with 50+ users of SOO website, and collected both qualitative and quantitative research data.
- 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%.
- Created wireframe and mid-fidelity prototype using Figma for the next iteration of SOO's website.

Projects

UI Design & Front-end Development

GTA COVID-19 Tracker · Mar 2020 - Present · Toronto

www.gtacovid19.ca

- The website helped 8000+ users track the COVID-19 spread in the greater Toronto area.
- Designed the website UI for desktop and mobile using Sketch and Figma.
- Coded the website using HTML, CSS, JavaScript and Flask. Embedded data visualization using Tableau.

UI Design & Front-end Development

Personal UX Design Portfolio · Nov 2019 - Present · Toronto

Designed and coded the website using HTML, CSS, JavaScript with frameworks such as Bootstrap and jQuery.

Skills

UX

User Research
Information Architecture
Usability Testing
User Interface Design
Wireframing
Prototyping
Experience Mapping

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 (Hons.)

European Studies (French)
2010 - 2015

Certification

2020 Web Dev Bootcamp

Udemy · Jan 2020 · Toronto

Credential ID: UC-ZYKHEF5M

Languages

English Mandarin
French Cantonese