Jianchen Zhu
UX & Product Design

✉ jianchen.zhu0428@gmail.com 🔗 www.jianchenzhuuxd.com
☎ +1 (437) 985-8621 🐙 github.com/dazhuanger

Experience

Product 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.

· Updated Snaptravel's white-labelling UI for Kayak, Priceline, Lonely Planet and Google Hotels using Sketch.

· Researched German and UK online travel agencies for the localization of Snaptravel's website in Europe, making the website fit European users' needs.

· Analyzed user data using Amplitude and Hotjar to support UI modifications.

· Conducted competitor research and summarized current design trends.

UX 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 and enriched multimedia content on the website.

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.

Logistics Administrator
Millenis Asia · Jun 2015 - Dec 2016 · Hong Kong

· Improved the usability of a shipment information system from a user's perspective. Simplified the payment process and reduced the error rate.

Project

UX/UI Designer & Front-end Developer
GTA COVID-19 Tracker · Mar 2020 - Present · Toronto
www.gtacovid19.ca

· Helped 8000+ users track the COVID-19 spread in the GTA area.

· Defined the scope of the website and its main features.

· Designed the website UI for desktop and mobile using Sketch and Figma.

· Coded the website using HTML, CSS, JavaScript and Flask.

· Collaborated with data analysts and developers to create data visualization using Tableau.

Skills

UX
User Interface Design

Responsive Web Design

Wireframing

Prototyping

User Research

Information Architecture

Usability Testing

User Journey 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