Jianchen Zhu
UX & Product Design

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Experience

UX Designer
CGI Inc. · Mar 2021 - Present · Toronto

Currently working as a Product Design Consultant at Bank of Montreal:

• Participating in the modernization project of BMO Nesbitt Burns' wealth management platform: Gateway. Leading the redesign of both legacy version and version 2.0.

• Participating in user testing sessions, identifying user pain points and discovering future opportunities for BMO Gateway desktop and mobile applications.

• Actively collaborating 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 coordinating 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 communicating with the design system team to create new components and enrich the BMO design system.

• Redesigned the anti-money laundry pages on BMO Customer Connect. Helped with the transition from .Net to Angular.

• 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%.

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

• 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.

Projects

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.

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

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

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 a mid-fidelity prototype using Figma for the next iteration of SOO's website.

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 (Hons.)
European Studies (French)
2010 - 2015

Certification

2020 Web Dev Bootcamp
Udemy · Jan 2020 · Toronto
Credential ID: UC-ZYKHEF5M

Languages
English	Mandarin
French	Cantonese