Jianchen Zhu
UX & Product Design

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Experience

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.

UX Designer & Front-end Developer

University of Toronto · Sep 2019 - Feb 2020 · Toronto
handlewithcarecanada.org (co-developed with SickKids)

· Conducted heuristic evaluation and user flow audit on the current website and identified user pain points.

· Improved the overall information architecture of the entire website. Tailored the website to accommodate users' needs, especially those 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.

Logistics System Designer

Millenis Asia · Jun 2015 - Dec 2016 · Hong Kong

Enhanced the performance of an information system and reduced the error rate by:

· Modularizing a complex shipping information system and separating it into different components to accommodate each department's needs.

· Automating the payment system for the accounting department.

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.

UX/UI Designer

Neighbourhood Sports · Sep 2018 - Dec 2018 · Toronto

· Conducted competitor research, user interviews and surveys. Analyzed quantitative and qualitative data and defined the scope of the app and its main features.

· Created mid-fi wireframe, hi-fi mockup and prototype using Sketch and Figma.

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