

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 & Information Architect

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.

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

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

Certification

2020 Web Dev Bootcamp

Udemy · Jan 2020 · Toronto

Credential ID: UC-ZYKHEF5M

Languages

English Mandarin

French Cantonese