

# Jianchen Zhu

## UX & Product Design

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## 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 completed a user journey map on the current payment web pages. Identified 5+ user pain points and proposed 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.

### Logistics Administrator

Millenis Asia · Jun 2015 - Dec 2016 · Hong Kong

- Modularized a complex shipping information system by separating it into different components to accommodate each department's needs.
- Automated the payment system for the accounting department, reducing the error rate.

## 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.
- 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.

### 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.
- Redesigning 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 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 using Figma.
- Designed 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