

# Jianchen Zhu

## UX & Product Design

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### Work Experience

#### UX Research and Design Intern

SnapTravel · Jan 2020 - Apr 2020 · Toronto

Conducted competitor research and summarized current design trends

Analyzed user data using Amplitude and Hotjar

Conducted research for localization in Germany and the UK

Audited the user flow and identified 5+ user pain points on the current check-out & payment pages

Completed user journey map for the check-out & payment flow and summarized 3+ future opportunities

Proposed design recommendations that can potentially increase the conversion rate by 11%

#### 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 to enhance the usability of 20+ pages

Enriched the content by embedding multiple promotional videos and photos

Translated 5+ pages into French

#### Shipping Coordinator

Millenis Asia Limited · Jun 2015 - Dec 2016 · Hong Kong

Improved the shipment tracking system from a user's perspective

### Projects

#### UI Design & Front-end Development

GTA COVID-19 Tracker · Mar 2020 - Present · Toronto

www.gtacovid19.ca

#### Customer Experience Design

Chestnut Residence · Jan 2020 - Apr 2020 · Toronto

Improved the user experience of public areas inside the building

#### 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

#### UX Design & Information Architecture

Special Olympics Ontario · Sep 2018 - Jan 2019 · Toronto

Conducted interview, survey, usability test, card-sorting study and tree test

Redesigned the organization, navigation, and labelling system

Created wireframe and mid-fidelity prototype

### 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

### Skills

#### UX

Information Architecture

User Research

Usability Testing

User Interface Design

Wireframing

Prototyping

Experience Mapping

#### Data Science

Data Visualization

Data Analytics

Experimental Design

#### Toolbox

Balsamiq      HTML

Sketch      CSS

Figma      JavaScript

Invision      React.js

Adobe CC      Python

### Languages

English      Mandarin

French      Cantonese