Jianchen Zhu | User Experience Designer

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Work Experience

UX Research and Design Intern
SnapTravel · Jan 2020 - Apr 2020 · Toronto

Audited the user flow of current products and identified pain points

Conducted competitor research and summarized current design trend

Analyzed user data using Amplitude and Hotjar

Completed user journey map for the check-out flow

Conducted research for localization in Germany and the UK

Proposed future opportunities and design recommendations

Web Designer
University of Toronto · Sep 2019 - Feb 2020 · Toronto

Made following improvements to Handle with Care Canada website:

Improved information architecture

Enhanced usability (fixed broken links, inconsistent fonts and layout)

Enriched content (English & French)

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

Plan, organize and oversee shipments

Prepare and submit progress reports

Redesigned and improved the shipment tracking system

Created a new information system to facilitate the payment process

Projects

UI Design / Front-end Development
GTA COVID-19 Tracker · Mar 2020 - Present · Toronto
www.gtacovid19.ca

Designed the user interface for both desktop and mobile

Coded the website using HTML, CSS and JavaScript

Customer Experience Design
Chestnut Residence · Jan 2020 - Apr 2020 · Toronto

Created customer experience map

Re-designed the study commons for students

Improved the user experience of public areas inside the building

UX Design / Information Architecture
Special Olympics Ontario · Sep 2018 - Jan 2019 · Toronto

Assessed the usability of SOO's current website

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

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

French

Mandarin

Cantonese