Jianchen Zhu
UX & Product Design

✉ jianchen.zhu0428@gmail.com

☎ +1 (437) 985-8621

🔗 www.jianchenzhuuxd.com

🐙 github.com/dazhuanger

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

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

Improved the shipment tracking system from a user's perspective, reduced errors in data entry and simplified the payment process

Projects

UI Design & Front-end Development
GTA COVID-19 Tracker · Mar 2020 - Present · Torontot

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