

Jianchen Zhu | User Experience Designer

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Work Experience

UX Research and Design Intern

SnapTravel 2020.01 - 2020.04

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

Department of Psychiatry | University of Toronto 2019.09 - 2020.02

Made following improvements to Handle with Care Canada website:
Improved information architecture
Enhanced usability (fixed broken links, modified inconsistent fonts and layout)
Enriched content (English & French)

Projects

UI Design / Front-end Development

Greater Toronto Area COVID-19 Tracker 2020.03 - Present
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 2020.01 - 2020.04

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 2018.09 - 2019.01

Assessed the usability of SOO's current website
Conducted interview, survey, usability test, card-sorting study and tree test with current and prospective users
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 - European Studies (French) 2010 - 2015

Sciences Po Strasbourg

Exchange Program - Political Sciences 2013 - 2014

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
Sketch
Figma
Invision
Adobe CC
HTML
CSS
JavaScript
React.js
Python

Language

English
French
Mandarin
Cantonese