

Jianchen Zhu

UX & Product Design

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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 trends
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)

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

Front-end Development

Personal UX Design Portfolio · Nov 2019 - Present · Toronto

Designed the entire website
Coded the website using HTML, CSS, JavaScript and other frameworks such as Bootstrap and jQuery

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

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