

# 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  
Enriched content (English & French)

## Projects

### UI Design / Front-end Development

**Greater Toronto Area COVID-19 Tracker** 2020.03 - Present  
[www.gtacovid19.ca](http://www.gtacovid19.ca)

Designed the user interface for both desktop and mobile  
Coded the website using HTML, CSS and JavaScript

### 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 (expected)

### Hong Kong Baptist University

Bachelor of Social Sciences - European Studies (French) 2010 - 2015

Second Class (Division I) Honours

Dean's List 2011 - 2013 President's Honor Roll 2014 - 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  
Python

### Language

English  
French  
Mandarin  
Cantonese