

# 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 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)

### Projects

#### UI Design / Front-end Development

GTA COVID-19 Tracker · Mar 2020 - Present · Toronto  
[www.gtacovid19.ca](http://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