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 & Front-end Developer
University of Toronto · Sep 2019 - Feb 2020 · Toronto
handlewithcarecanada.org (co-developed with SickKids)

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

Shipping Coordinator
Millenis Asia Limited · Jun 2015 - Dec 2016 · Hong Kong

Improved the shipment tracking information system from a user's perspective

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 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