

LEON(LIE) ZHANG

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ABOUT ME

- I am a designer-developer hybrid who has knowledge of web frontend, web backend, product design, and business design
- I'm not a graphic designer, I'm more concentrate 'how it work ' than 'how it look', I'm more concentrate how I can bring my idea to real world than leave it on paper, I'm more concentrate add more business value on design and bring more profit to product owner
- I am solution-oriented
- I like challenges and brainstorming
- I am a creative thinker obsessed with crafting the details

SKILLS

- Information Architecture
- Usability Testing
- UI Design & Graphic Design
- Rapid Prototyping & Wireframes
- Interaction Design
- User Research, Interview, Surveys
- Experience Strategy & Experience Map
- Personas, Scenarios, Mental Models
- User Journeys, Storyboards, Task Flows, Card Sorting
- Heuristic Evaluation
- Sketch, Figma & Axure
- Business Design
- Web Frontend: HTML 5/ CSS3/ JS
- Web Backend: PHP / MYSQL

EDUCATION

AEC Conception et programmation de sites Web
Collège de Maisonneuve | 2018 - 2019

Bachelor's in Telecommunications Engineering
University of Electronic Science and Technology of China

EXPERIENCE

Product Designer, ChefAide Montréal | 06 / 2019 - Now

- Created and implemented visual, UI, and UX designs for web assets; gathered and evaluated user requirements independently as well as in collaboration with business analysts and researchers
- Developed UI design mock-ups, storyboards, process flows, sitemaps, and prototypes illustrating site behaviors, requirements, and designs.
- Designed a Cross-Platform education app, it will help more than 60% of teachers in Guinea of Africa.
- Designing and developing Sireta OnDemand service App and Sireta Travel Website now, it will bring more than 500k CAD for company and 100 jobs opportunity in Guinea and Senegal of Africa.

Web Designer (Internship), Multicaf | 11 / 2019 – 12 / 2019

- Implemented websites, mobile applications, and landing pages from concept through deployment.
- Standardized all output with a new, responsive, mobile-first approach and strategy
- Keep the balance between function and aesthetic design
- Bring mock-ups to life using HTML, CSS, Bootstrap 4 to build a webpage
- Implemented a new responsive, mobile-first approach which increased mobile traffic by 20%

UX Designer, L3 studio | 02 / 2014 – 4/2018

- Translated concepts and business requirements in user flows, wireframes, mock-ups, and prototypes that resulted in an intuitive user experience
- Increase 46% new user registration, 51% repeat purchase rate, and 120% revenue by with redesign shopping process for online grocery store.
- 100% growth rate of new user and 300% revenue increase in 12 months by new business model added to online hands craft store.
- Redesign client's website, improve 40% load speed by applying recommendations by Google Lighthouse
- Boosted 30% registration of new user by changing display result model, adopt meaningful, precisely, and friendly words to replace cold and boring number.
- Optimized user journey for client's mobile App based on simplify complex philosophy, increase 70% of customer satisfied.

PROJECTS I DESIGNED 02/2016 - NOW

Sireta travel (Website)

Provide a unique travel experience to Africa, to discover intriguing and exciting activities to do there!

Sireta on-demand service (Mobile APP and Website)

The Sireta service center is a utility APP meant to order common services like house cleaning, dry cleaning, plumbing repair, with just a few clicks! A stress and hassle-free ordering process, as easy as hailing an Uber.

City Parking (Mobile APP)

City Parking is a mobile APP dedicated to help drivers locate parking lots.

Nightlife Ville (Mobile APP)

The Nightlife Ville is dedicated to improving user experience on planning nightlife activities. It makes this process fun, simple, just like playing games!