

# Leon Zhang

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• Portfolio: <https://leonzhang51.github.io/>

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## UX DESIGNER

UX designer-developer (hybrid) focused on both customer and business needs. Champions client ideas and produces solutions for development and product design that meet revenue goals.

- **“How it Works” Focus:** Adept at conceptualizing design ideas and bringing them to life with a focus on analysis, business requirements, and optimizing user experience.
- **Innovative Thinker:** Sees the big picture and provides creative, unique solutions for customers, with the goal of engaging users and earning their repeat visits.
- **Business Results:** Successful history of creating apps, landing pages, and new components that significantly increase traffic and revenue.

### Core Technologies:

**UX Skills:** Usability Testing, Rapid Prototyping and Wireframes, Interaction Design, User Research (interviews, surveys), Experience Strategy, Experience Map, User Journeys, Storyboards, Task Flows, Heuristic Evaluation, Information Architecture, UI Design/Graphic Design

**UX Tools:** Axure, Figma, Adobe XD, Sketch App

**Languages:** HTML 5, CSS3, JS, PHP, MYSQL, React JS, Angular, JQuery, Bootstrap

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## EDUCATIONAL BACKGROUND

**Bachelor of Science in Telecommunications Engineering**

University of Electronic Science and Technology of China

**AEC Conception et programmation de sites Web – 2018 to 2019**

College de Maisonneuve, Quebec, Canada

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## EXPERIENCE HIGHLIGHTS

CHEFAIDE, Montreal, Quebec, Canada

**PRODUCT DESIGNER**, 6/2019 – Present

*Technologies: UI Design, Rapid Prototyping and Wireframes, HTML, JS, CSS, Bootstrap, Information Architecture, PHP / MYSQL*

Designed and built websites using UI and UX principles to optimize user experience. Researched and gathered data – surveys, heatmapping, usability testing - in collaboration with business analysts and researchers, to inform the design process. Developed mock-ups, storyboards, process flows, sitemaps, and prototypes to illustrate site behavior and requirements.

- Designed a cross-platform mobile education app that is predicted to benefit more than 60 percent of teachers in Guinea and Senegal, in West Africa.
- Under development: Creating a mobile app for Sireta OnDemand and Sireta Travel that estimates indicate will result in new employment opportunities as well as \$500K in increased company revenue.

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# Leon(lie) Zhang

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Page Two

L3 Studio, Montreal, Canada

**UX DESIGNER**, 2/2014 – 4/2018

*Technologies:* Usability Testing, Rapid Prototyping and Wireframes, Interaction Design, User Research, User Journeys, Storyboards, Information Architecture, Business Design

Redesigned client websites, translating concepts and business requirements into user flows, wireframes, mock-ups, and prototypes to create an intuitive user experience.

- Redesigned an online grocery store website, which resulted in a 46 percent increase in new user registrations and a 51 percent increase in repeat visits/purchases – successfully increasing revenue by 120 percent.
- Added a new business model component to an online craft store – resulting in 100 percent growth of new users and a 300 percent increase in revenue in the first year.
- Applied Google Lighthouse recommendations to a client's website redesign project, which successfully improved load speed by 40 percent.
- Boosted registration of new users by 40 percent with the introduction of a new display-result model that incorporated more meaningful, precise, and friendly content.
- Optimized the user journey on a client's mobile app based on a "simplify" philosophy, which increased customer satisfaction by 70 percent.

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## EARLY EXPERIENCE

MultiCaf, Montreal, Quebec

**WEB DESIGNER / INTERN**, November-December 2019

*Technologies:* HTML, CSS, Bootstrap 4

Designed websites, mobile apps, and new landing pages from concept through deployment. Incorporated responsive design and a mobile-first approach and strategy, with a focus on balance between function and aesthetic design.

Marie Claire Laval, Montreal, Quebec

**STORE MANAGER**, 2008 to 2013

Managed daily operations and inventory for a retail store, provided excellent customer service, and marketing the store and its special promotional events via popular mobile apps.