

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 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

PROFESSIONAL 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

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 user satisfaction by 40% with redesign client's mobile app
- Redesign client's website, improve 40% load speed by applying recommendations by Google Lighthouse
- Boosted revenue of 150% for the client with mobile app design.
- Designed interactive & visual design for 10+ products & services over 4 years verticals including community, bank, publish, restaurant, non-profits

PROJECTS I DESIGNED 02/2016 - 12/2019

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 help users plan nightlife activities easily. It makes this process fun, simple, just like playing games!