# LEON ZHANG

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## ABOUT ME

Product 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.

## 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/React/Angular
- 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 HIGHLIGHTS

**ChefAide, Montréal, Quebec**
**Product Designer, 06 / 2019 - Present**

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.

**L3 Studio, Montreal, Quebec**
**UX Designer, 02 / 2014 – 4/2018**

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 art 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.

## PROJECTS I DESIGNED 02/2016-NOW

**Improve shopping experience for online Art Store**
Add product introduction and product customize service to boost website revenue and improve the shopping experience.

**Improve shopping experience for online Grocery Store**
Simplify the shopping process, finish grocery shopping tasks by choosing recipes and meal plans, all the process as simple as 6 clicks.

**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!