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!

LEON(LIE)

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**https://leonzhang51.github.io/**

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

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