LEON

ZHANG

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Montréal, Quebec

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

<https://github.com/leonzhang51>

experience highlights

**Bovana Studio, Montréal, Quebec**

**UX Engineer, 04 / 2020 - Present**

Work to improve collaboration and communication between the design team and the engineering teams. Collaborate with researchers, designers, and developers to create concepts, iterate, and user-test a product, website, or application. Make sure a product or system is user-friendly, fully functional, and provides the required experience for the user. Building the reusable UI component by React, Angular, Html, CSS, Bootstrap, and Material UI.

* Communicating scenarios, end-to-end experiences, interaction models, mock-ups, and prototypes with other members of the team that clearly illustrate how application function and look.
* Design mobile app to help the millennials and Gen Z stop impulsively buying and save money. The amount of funds in the saving accounts increased by 230% and 63% of funds in saving account were locked by defender in 6 months.
* Optimize order process for online home decoration business with AR and virtual measurement, result in decreasing 56% bounce rate and increasing 41% online sales.
* Collaborated with the UX/UI teams to improve user conversion rate for online sports book, increase 72% landing page conversion rate, 42% on form completion and 26% deposit rate.

**ChefAide, Montréal, Québec**

**UX Designer/Web Developer, 06 / 2019 – 03 / 2020**

Collaborated with team on implementing new features and UX in an agile environment, Coded the whole website using HTML5, CSS3, Bootstrap, PHP, and MySQL.

* Design and development travel platform to help the travel agents in the West Africa promote and management their product online and multiple distribution network. (Project closure for the Covid-19).
* Design and development EdTech APP to help over 1000+ teachers in the West Africa who does’t have reliable internet connection to access education resource.

**L3 Studio, Montreal, Quebec**

**UX Designer/Frontend Developer, 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.

* Implemented websites, mobile applications, and landing pages from concept through deployment.
* Produced stunning visual elements of web applications by translating UI/UX design wireframes into code while producing high quality, reusable markup using HTML5, CSS, Bootstrap, JQUERY, REACT, ANGULAR.
* 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.
* Design the mobil APP for simplifying WIFI authentication at university to provide service for more than 40,000 students and employees.
* 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.

about me

A designer who can code 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.

DESIGN&CODE

**DESIGN (6 years)**

* User Centered Design
* UI Design & Graphic Design
* Rapid Prototyping & Wireframes
* User Research, Interview, Surveys
* Experience Strategy & Experience Map
* Responsive Web Design
* Business Design
* Sketch, Figma & Axure

**CODE**

* HTML 5/ CSS3/ JS/Bootstrap/jQuery (5 years)
* React/Angular/NodeJS/GIT/MVC/REST(2 year)
* PHP / MYSQL (3 years)
* Agile Methodology & SCRUM (4 years)

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