LISHUO ZHANG
UI/UX Designer/ Front-end Developer
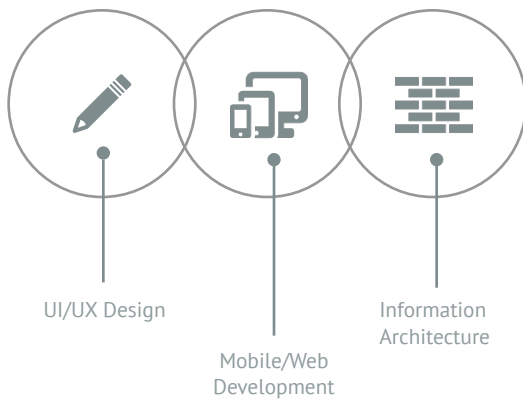
Address 714-4011 Brickstone Mews, Mississauga Ontario, CANADA L5B 0J7

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+1 647 862-2130
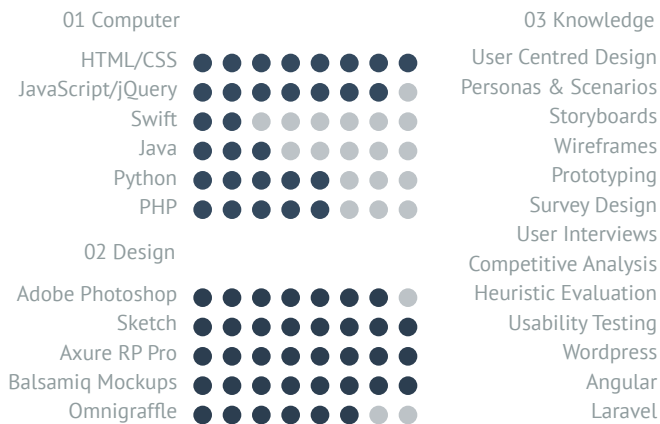https://lishuoz.com/projects

PERSONAL STATEMENT

I'm a passionate designer and developer who loves simplicity in things and crafts beautiful user experience with love. I have designed wireframes and interfaces for organizations such as the City of Toronto and Jam3 Inc., and currently, I'm working for TransCore Link Logistics as a UI/UX Designer and Developer. I love working with people, especially if they have the same passion I have for what they do.

MY SPECIALTIES

UI/UX Design

Mobile/Web Development

Information Architecture

SKILLS

01 Computer

HTML/CSS	
JavaScript/jQuery	
Swift	
Java	
Python	
PHP	

02 Design

Adobe Photoshop	
Sketch	
Axure RP Pro	
Balsamiq Mockups	
Omnigraffle	

03 Knowledge

User Centred Design
Personas & Scenarios
Storyboards
Wireframes
Prototyping
Survey Design
User Interviews
Competitive Analysis
Heuristic Evaluation
Usability Testing
Wordpress
Angular
Laravel

LANGUAGE SKILLS

CHINESE Native or Bilingual Proficiency

ENGLISH Professional Working Proficiency

FRENCH Beginner

EDUCATION

MI
MASTER OF INFORMATION
From September 2014 to April 2016
User Experience Design & Information System Design
UNIVERSITY OF TORONTO, ON, CANADA

BM
BACHELOR OF MANAGEMENT
From September 2010 to July 2014
Information Management & Systems
PEKING UNIVERSITY, BEIJING, CHINA

WORK EXPERIENCE

From Apr. 2016 to Current - TRANSCORE LINK LOGISTICS, ON, CA
UI/UX Designer (Full-time)
Freight Matching Platform Redesign:
- Drafted scripts for interviewing key stakeholders to prioritize features and define key performance indicators.
- Conducted a user journey map to frame the target user motivations and needs.
Driver Job Board Redesign
- Reviewed the original website with a heuristic evaluation to uncover usability issues.
- Created target audience personas to plan and prioritize features.
- Conducted phone and onsite interviews to gather insights about user goals.
Data-Driven Dashboard Design
- Analyzed list of scenarios to ensure that all possible user actions are thoroughly considered.
- Visualized site structure and navigation with low-fidelity and high-fidelity design.
Official Website Redesign
- Audited current official website sitemap to understand its information architecture and contents.
- Led a team of five to participate in a Design Sprint for one week.
- Worked in a 10-day challenge to build a demo website for design solutions.

From Oct. 2015 to Nov. 2015 - JAM3 INC., ON, CANADA
UX Designer (Freelancer)
- Conducted 8 version wireframes in 12 days by using Sketch and Axure.
- Worked with producers to do iterations with brainstorming and personas.

From Jun. 2015 to Aug. 2015 - CITY OF TORONTO, ON, CANADA
UI/UX Designer (University of Toronto Practicum Course)
- Worked closely with developers to redesign Open Government web page.
- Implemented a demo page with Bootstrap framework(HTML/CSS/JS).

PROJECTS

OPEN GOVERNMENT - City of Toronto Practicum Project
From June 2015 to August 2015
UI/UX Designer
https://lishuoz.com/projects/open-government

PLAYWALK - City Exploration Mobile App
From September 2014 to December 2014
UI/UX Designer, Information Architect
https://lishuoz.com/projects/playwalk

LEAGUE - User Experience Improvement
From September 2015 to April 2016
UI/UX Designer
https://lishuoz.com/projects/league

EASYDONATE - Donation Information Website
From June 2013 to July 2013
Product Manager, UI/UX Designer
Best-designed Product in Design of PKU Web Product Hackathon
https://lishuoz.com/projects/easydonate