

LISHUO ZHANG  
UI/UX Designer/ Front-end Developer

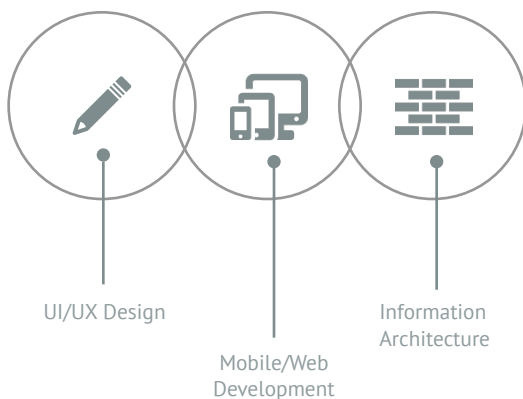
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## PERSONAL STATEMENT

I'm a UI/UX Designer currently based in Mississauga (Canada). I love everything that has to do with UI/UX design and I feel a true devotion to coding and art. 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 Front-end Developer. I love working with people, especially if they have the same passion I have for what they do.

## MY SPECIALTIES



## SKILLS

| 01 Computer       |          | 03 Knowledge         |
|-------------------|----------|----------------------|
| HTML/CSS          | ●●●●●●●● | Wordpress            |
| JavaScript/jQuery | ●●●●●●●● | Angular              |
| Swift             | ●●●●●●●● | Laravel              |
| Java              | ●●●●●●●● | Survey Design        |
| Python            | ●●●●●●●● | User Interviews      |
| PHP               | ●●●●●●●● | Competitive Analysis |
|                   |          | Personas & Scenarios |
| 02 Design         |          | Storyboards          |
| Adobe Photoshop   | ●●●●●●●● | Wireframes           |
| Sketch            | ●●●●●●●● | Prototyping          |
| Axure RP Pro      | ●●●●●●●● | Graphic Design       |
| Balsamiq Mockups  | ●●●●●●●● | Heuristic Evaluation |
| Omnigraffle       | ●●●●●●●● | Usability Testing    |

## LANGUAGE SKILLS








## EDUCATION

|    |   |
|----|---|
| MI | MASTER OF INFORMATION<br>From September 2014 to April 2016<br>Information System Design & User Experience Design<br>UNIVERSITY OF TORONTO, ON, CANADA |
| BM | BACHELOR OF MANAGEMENT<br>From September 2010 to July 2014<br>Information Management & Systems<br>PEKING UNIVERSITY, BEIJING, CHINA                   |

## WORK EXPERIENCE

- From Apr. 2016 to Current - TRANSCORE LINK LOGISTICS, ON, CA  
UI/UX Designer (Full-time)
  - Worked with the product owner to redesign all company-wide products, including freight matching platform, job board, mobile applications, and etc.
  - Improved the user experience of the company official website.
- 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  
<http://lishuoz.com/projects/open-government>
-  PLAYWALK - City Exploration Mobile App  
From September 2014 to December 2014  
UI/UX Designer, Information Architect  
<http://lishuoz.com/projects/playwalk>
-  League - User Experience Improvement  
From September 2015 to April 2016  
UI/UX Designer  
<http://lishuoz.com/projects/league>
-  EASYDONATE.COM - Donation Information Website  
From June 2013 to July 2013  
Product Manager, UI/UX Designer  
Best-designed Product in Design of PKU Web Product Hackathon
-  NFB INTERACTIVE - National Film Board Web Design  
From October 2015 to November 2015  
UX Designer