

LISHUO ZHANG  
UI/UX Designer/ Front-end Developer

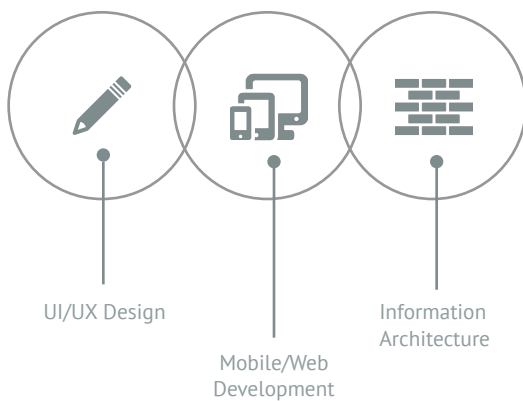
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## PERSONAL STATEMENT

I'm a passionate designer 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



## 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 From September 2014 to April 2016 Information System Design & User Experience 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)
  - 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  
<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>
-  FOCUS - Mobile App that Blocks Distractions  
From September 2014 to April 2015  
UI/UX Designer  
<https://lishuoz.com/projects/focus>