Lucy Zhang

Product Designer

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PROFILE

I'm a product & UX/UI designer with a creative mindset and a passion for details and problem-solving. I like to optimize business goals by solving human problems through user research and design. With a background in statistics, I am a firm believer that design decisions must be supported by data and research.

TECHNICAL SKILLS

Design
Figma, Wireframing, Prototyping, User-centered design, Sitemaps, Heuristic design principles, Task flows, Experience map, Inclusive design, Affinity mapping, Design systems, Mock-ups

Programming languages
HTML, Python

Other
User research, User interviews, User testing, Word press, Jira, Agile Methodology, Waterfall Methodology, Scrum, Statistical analysis, Microsoft Excel

LANGUAGES

English (fluent), Mandarin (fluent)

EXPERIENCE

Project Manager | Product Designer | Darwynn
Aug 2021 - 2023, TORONTO, ON

- Re-designed the company's fulfillment web platform using Figma and WordPress and used relevant SEO strategies such as implementing keywords to boost organic traffic to the website by 300%
- Hosted meetings with major clients, and worked with software engineers on EDI integrations between client and Darwynn's systems.
- Designed sketches, mockups, wireframes, and sitemaps, and created new content strategies
- Worked in a fast-paced start-up environment
- Provide weekly project status updates to customers to ensure continuous open communication
- Oversee project timelines, communicate with 7 management staff, and ensure satisfactory project progress.

EDUCATION

BrainStation | Diploma, User Experience Design
JUN 2023 - SEP 2023, TORONTO, ON

University of Waterloo | Bachelor of Mathematics, Minor in Statistics
JAN 2015 - 2020, WATERLOO, ON

- President's Scholarship

PROJECTS

UX & UI Designer | Skintel personal care ingredient scanner app
July 17, 2023, Personal Project

- Conducted user research, user interviews, and user testing
- Utilized affinity mapping, user stories, personas, task flows, experience mapping, inclusive design, component-based design, and design systems
- Created wireframes, prototypes, and mock-ups in Figma

UX & UI Designer | Oltukai Community Organization re-design
Jun 27, 2023, Personal Project

- Heuristic design evaluation of the current website
- Utilized sitemaps, affinity maps, task flow, user journey maps, Persona, inclusive design principles, component-based design, and design systems
- Created wireframes, prototypes, and mock-ups in Figma

Product Designer | Bug bit detection web app
Nov 24, 2017, Hack Western

- Designed intuitive and usable web application using Figma
- Analyzed and designed the User Experience and User interface components of the web application, making sure the user flow is intuitive and elegant