

# Jessica Fang

UX Designer

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## PROFILE

I am a UX designer who desires to help guarantee a consistent user experience across the production chain by designing adaptive and easy to maintain layouts. My goal is to enhance the functionality and usability of platforms by developing user persona and scenarios for the target audience.

## SKILLS

Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop), POP App, Sketch, Invision Studio, HTML, CSS, etc.

## EXPERIENCE

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### Business Development Specialist | InFunt Technology

AUG-DEC 2021. VANCOUVER, BC, Canada

- Provided structured analyses of target markets, clients, and documentation in the CRM system.
- Built and maintained relationships with more than 100 potential clients and business owners to get access to new opportunities.
- Devised, deployed, and monitored processes to increase profit levels 20%

## EDUCATION

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### BrainStation | Diploma, User Experience Design

JAN- APRIL 2022, VANCOUVER, BC

- Created user experiences and interfaces using Figma
- Collaborated with classmates in various teams to research mobile apps

### University of Toronto | Honours Bachelors of Science

SEPT, 2017- APRIL, 2021, TORONTO, ON

- Double major in Psychology and Digital Media & Communications

### Sheridan College | Diploma, Digital Media Studies

SEPT, 2018- APRIL, 2021, TORONTO, ON

## PROJECTS

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### Last Bite

A recipe suggestion app helping families use up their leftover food by creating new dishes and setting food expiry reminders. UX research, wireframing, UX/UI Design, and prototyping

### Easy Health

A messaging app to facilitate patient-doctor communication online. UX research, UX/UI Design and prototyping, and usability testing.

### Ezzz (Easy Sleep)

A sleep focus and tracking app to help young adults to get detached from electronic devices and get sufficient hours of sleep.