

Johnson Chen

Product Designer

www.JohnsonChen.ca

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EXPERIENCE

UX Designer TripArc

August 2021 - August 2023

- Enhanced product's interaction and consistency by aiding in the development of a design system, creating user flows, and iterative mockups in Figma to meet user and business goals
- Led user interviews and usability tests to create data-driven design solutions and improve time to complete tasks by 50%
- Collaborated and supported multiple teams consisting of engineers, product managers, and stakeholders to implement dashboards/booking flow designs and receive feedback

UX/UI Designer DigitalMainStreet

September 2020 - December 2020

- Increased sales by 40% utilizing client's store data and user/industry research to redefine the user journey
- Improved conversion rates by 60% through user friendly plugins in Shopify to secure new and returning customers
- Implemented and taught general design guidelines to clients to improve their personal design and CMS abilities

UX/UI Designer ATA Travel Consortium

May 2019 - August 2019

- Conducted a competitor analysis to understand the market and develop a unique MVP for a concept travel app
- Developed mockups, prototypes, and branding material for concept app in Figma autonomously

SKILLS

Tools

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
InVision
Jira

Knowledge

User Research
Usability Testing
Interaction Design
Design Systems
Responsive Design
Prototyping

Other

HTML & CSS
Webflow
WordPress
Wix
Shopify
Web3

EDUCATION

University of Waterloo

2016 - 2020

Bachelors of Global Business and Digital Arts

Udemy Online Course

2020

Master Digital Product Design: UX Research & UI Design

PERSONAL PROJECTS

Shopify E-commerce Store

2021

- Researched competitors to create a business proposition
- Interviewed potential customers to gain insight on purchase decisions
- Developed a user journey that met user research data to improve the information architecture

Riot+

2020

- Conducted user research to understand the goal and craft a user persona
- Designed and prototyped mockups using Figma and InVision
- Continued user research to test satisfaction and continue a user centric approach by iterating based on data