

# LEON ZHANG

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Montréal, Quebec

<https://leonzhang51.github.io/>  
<https://github.com/leonzhang51>

## ABOUT ME

A designer who can code focused on both customer and business needs. Champions client ideas and produces solutions for development and product design that meet revenue goals.

- **“How it Works” Focus:** Adept at conceptualizing design ideas and bringing them to life with a focus on analysis, business requirements, and optimizing user experience.
- **Innovative Thinker:** Sees the big picture and provides creative, unique solutions for customers, with the goal of engaging users and earning their repeat visits.
- **Business Results:** Successful history of creating apps, landing pages, and new components that significantly increase traffic and revenue.

## DESIGN & CODE

### DESIGN (6 years)

- User Centered Design
- UI Design & Graphic Design
- Rapid Prototyping & Wireframes
- User Research, Interview, Surveys
- Experience Strategy & Experience Map
- Responsive Web Design
- Business Design
- Sketch, Figma & Axure

### CODE

- HTML 5/ CSS3/ JS/Bootstrap/jQuery (5 years)
- React/Angular/NodeJS/GIT/MVC/REST(2 year)
- PHP / MYSQL (3 years)
- Agile Methodology & SCRUM (4 years)

## EDUCATION

**AEC Conception et programmation de sites Web**  
Collège de Maisonneuve | 2018 - 2019

**Bachelor's in Telecommunications Engineering**  
University of Electronic Science and Technology of China

## EXPERIENCE HIGHLIGHTS

**Bovana Studio, Montréal, Quebec**

**UX Engineer, 04 / 2020 - Present**

Work to improve collaboration and communication between the design team and the engineering teams. Collaborate with researchers, designers, and developers to create concepts, iterate, and user-test a product, website, or application. Make sure a product or system is user-friendly, fully functional, and provides the required experience for the user. Building the reusable UI component by React, Angular, Html, CSS, Bootstrap, and Material UI.

- Communicating scenarios, end-to-end experiences, interaction models, mock-ups, and prototypes with other members of the team that clearly illustrate how application function and look.
- Design mobile app to help the millennials and Gen Z stop impulsively buying and save money. The amount of funds in the saving accounts increased by 230% and 63% of funds in saving account were locked by defender in 6 months.
- Optimize order process for online home decoration business with AR and virtual measurement, result in decreasing 56% bounce rate and increasing 41% online sales.
- Collaborated with the UX/UI teams to improve user conversion rate for online sports book, increase 72% landing page conversion rate, 42% on form completion and 26% deposit rate.

**ChefAide, Montréal, Québec**

**UX Designer/Web Developer, 06 / 2019 – 03 / 2020**

Collaborated with team on implementing new features and UX in an agile environment, Coded the whole website using HTML5, CSS3, Bootstrap, PHP, and MySQL.

- Design and development travel platform to help the travel agents in the West Africa promote and management their product online and multiple distribution network. (Project closure for the Covid-19).
- Design and development EdTech APP to help over 1000+ teachers in the West Africa who doesn't have reliable internet connection to access education resource.

**L3 Studio, Montreal, Quebec**

**UX Designer/Frontend Developer, 02 / 2014 – 4/2018**

Redesigned client websites, translating concepts and business requirements into user flows, wireframes, mock-ups, and prototypes to create an intuitive user experience.

- Implemented websites, mobile applications, and landing pages from concept through deployment.
- Produced stunning visual elements of web applications by translating UI/UX design wireframes into code while producing high quality, reusable markup using HTML5, CSS, Bootstrap, JQUERY, REACT, ANGULAR.
- Redesigned an online grocery store website, which resulted in a 46 percent increase in new user registrations and a 51 percent increase in repeat visits/purchases – successfully increasing revenue by 120 percent.
- Design the mobil APP for simplifying WIFI authentication at university to provide service for more than 40,000 students and employees.
- Boosted registration of new users by 40 percent with the introduction of a new display-result model that incorporated more meaningful, precise, and friendly content.
- Optimized the user journey on a client's mobile app based on a “simplify” philosophy, which increased customer satisfaction by 70 percent.