


JESSICA FANG

UX/ UI Designer

 (778)-892-8758

 jfang0302@gmail.com

 www.jessicafang.com

PROFILE

As a UX Designer with a background in psychology, I bring a unique perspective to accessibility and inclusive design. My understanding of human behavior and motivation allows me to create user-centered experiences that are not only visually appealing, but also meet the needs and desires of the users.

WORK EXPERIENCE

UX Design Intern / Porton Health Corp.

SEP - DEC 2022 / Full-time, Vancouver, BC

- Redesigned the booking app to enhance the user flow by reducing 5 clicks and automating 2 inputs
- Collaborated with consultants of diverse fields to redesign the marketing website increasing client queries by 50%
- Worked with developers and QA to conduct monthly user testing to discover bugs, glitches and new UX/UI issues

Web Design Intern / AssistList

JUNE - AUG 2022 / Full-time, Vancouver, BC

- Redesigned the Contact Us and FAQ features to reduce user inquires via email by 25%
- Collaborated with cross-functional teams, including developers and product managers
- Conducted user research to understand the needs and pain points of users

Business Development Specialist / InFunt Technology

AUG - DEC 2021 / Full-time, Richmond, BC

- Planned and conducted user research including user interviews, field studies, usability testing, surveys, customer support channels, etc.
- Devised, deployed, and monitored processes to increase profit levels by 20%
- Built and maintained relationships with more than 100 potential clients

EDUCATION

User Experience Design

2022 | Diploma

BRAINSTATION

Psychology

2021 | B.SCI

UNIVERSITY OF TORONTO

Digital Media and Communications

2021 | B.ARTS

UNIVERSITY OF TORONTO

SKILLS

- User-Centered Design
- User Research
- Data Analysis
- Information Architecture
- Sketching & Illustration
- Wireframes & Prototypes
- Usability Testing
- A/B Testing
- Heuristic Evaluation
- Cognitive Walkthrough

TOOLS

- Figma
- Adobe CC
- Sketch
- Invision
- Axure
- HTML5/ CSS/ Javascript
- Hotjar
- Balsamiq
- Google Analytics
- Notion