

# Lucy Zhang

## Product Designer

Portfolio: [Lucyzdesign.com](https://lucyzdesign.com)

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## PROFILE

Passionate and experienced UX Designer with expertise in end-to-end design processes, from strategy to implementation. Skilled at creating user-centered solutions that address business goals while delivering intuitive and engaging user experiences. Adept at mentoring and collaborating within cross-functional teams to drive creativity and innovation.

## TECHNICAL SKILLS

### Design

Figma, Prototyping, Wireframing, User-Centered Design, Design Systems, Inclusive Design, Heuristic Evaluation, Task Flows, Experience Mapping, Affinity Mapping, Mockups, Accessibility Standards (WCAG 2.0 & 2.1)

### Other

User research, User interviews, User testing, WordPress, Jira, Agile Methodology, Waterfall Methodology, Scrum, Statistical analysis, Microsoft Excel

## LANGUAGES

English (fluent), Mandarin (fluent)

## KEY HIGHLIGHTS

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- 3 years of professional working experience in SaaS
- Skilled in creating interactive prototypes, wireframes, and high-fidelity mockups that align with business objectives and enhance usability.
- Experienced in accessibility-first design, ensuring compliance with WCAG standards.
- Skilled in integrating UX research findings and usability testing insights into designs to enhance product effectiveness.
- Skilled at managing priorities and clarifying ambiguity in fast-paced environments.

## EXPERIENCE

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### Product Designer | MakeitMVP

Mar 2024 - May 2024, TORONTO, ON

- Designed and enhanced mobile app prototypes to optimize user engagement and usability for a forum feature.
- Collaborated with developers and project managers during a 6-week sprint to deliver a minimum viable product.
- Conducted iterative testing on wireframes and prototypes, refining designs to align with user feedback and accessibility standards.

### Product Designer | Darwynn

Jun 2022 - Jun 2023, TORONTO, ON

- Redesigned the company's fulfillment website using Figma, implementing responsive and mobile-first design strategies.
- Improved website with usability and SEO strategies, leading to a 300% increase in organic web traffic.
- Created detailed wireframes, sitemaps, and mock-ups

### Project Manager | Darwynn

Aug 2021 - Jun 2023, TORONTO, ON

- Partnered with cross-functional teams in an Agile environment, using Jira to manage timelines, facilitate sprints, facilitate team collaboration, and ensure clear client communications.
- Oversaw API integration initiatives for a SaaS product, ensuring seamless functionality and alignment with project goals.

## EDUCATION

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### 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