

# Lucy Zhang

UX/UI Designer

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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 align with business goals and deliver intuitive, engaging 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 (Advanced)

## KEY HIGHLIGHTS

- Proficient in creating prototypes, wireframes, and mockups aligned with business goals and usability.
- Skilled in leveraging UX research, usability testing, and data insights to inform and enhance design effectiveness.
- Adept at prioritizing tasks and navigating ambiguity in fast-paced settings.

## EXPERIENCE

### UX/UI Designer | Darwynn

Mar 2025 - Present, TORONTO, ON

- Worked on the Darwynn Shipper and Fulfillment Order Collaboration platforms, improving user flows and interfaces based on user testing and feedback.
- Supported usability testing and design iterations to enhance user experience and reduce confusion.
- Collaborated with developers and PMs in Agile sprints to deliver accessible, consistent designs using Figma and WCAG standards.
- Conducted QA and usability testing, identifying UI issues and optimizing design consistency.

### UX/UI Designer | MakeitMVP

Mar 2024 - May 2024, TORONTO, ON

- Designed mobile app prototypes with a focus on usability testing and iterative refinement.
- Conducted A/B testing to assess design effectiveness and optimize user engagement.

### Project Coordinator | Darwynn

Jul 2021 - Jun 2023, TORONTO, ON

- Partnered with cross-functional Agile teams to ensure client onboarding success for a SaaS platform (Order Management System).
- Used Jira to manage timelines, facilitate team collaboration, and ensure clear client communications.
- Led efforts to clarify customer requirements, translating needs into actionable goals and ensuring alignment with business objectives.

## EDUCATION

### 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