

Kai Zhang

UX / UI DESIGNER

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PROFILE

I'm Kai, a junior designer seeking new opportunities to help others by solving their day to day problems with well researched and user centric solutions. I enjoy working with people and understanding their needs as humans, while balancing business needs – I believe that is the core of user experience design.

SKILLS

Design Research	Figma	Usability Testing
Design Systems	End-to-End Design	User Interviews
Prototyping & Wire Framing	Project Management	Detail Oriented

RELEVANT EXPERIENCE

- **Product Enhancement:** Collaborate in a cross-functional team, working along side the product owner and devs to design new functions and enhanced user experience, resulting in 60% growth in user engagement and universally positive feedback.
- **Design Research & Testing:** Conducted user research by interviewing participants, performing usability testing, and creating prototypes to develop a report that is clear and easily understood by stakeholders.
- **Website Redesign:** Spearheaded a complete website redesign across desktop, mobile, and tablet platforms, collaborating closely with the owner for design inspiration and with developers to ensure feasibility and successful implementation.

WORK EXPERIENCE

Freelancer UX/UI Designer

May 2024 - Present

- Collaborated with Idextrus to redesign their site, streamlining user experience and elevating brand visibility through the introduction of new logos
- Co-created with developer friends to build Tribes, a tool that aims to re-imagine social media by providing a platform to create and deepen meaningful connections while combating the negative effects of traditional platforms

Nutrien UX/UI Co-op

Jan 2023 - Jan 2024

- Refined Figma design system by updating old designs to be up to modern AAA standards
- Conducted user interviews and gathered user feedback to present and improve product
- Collaborated with Product Owner to resolve design conflicts
- Hosted internal design training webinars for company employees
- Developed new on-boarding design documentation for future hires

EDUCATION Humber College

Graphic Design
Advanced Diploma
Sept 2018 - Dec 2022

References available upon request