

Janice Chan

UX / UI Designer

A highly motivated UX/UI Product Designer with a passion for solving problems, conceptualising ideas and pushing the boundaries of creativity through applying the double diamond design thinking process. Came from a diverse background, keen on creating cutting-edge digital experiences through balancing user needs and business objectives. Experienced in design sprints with impressive outputs and positive client feedback. Seeking opportunities to build complex, feature-rich applications that are simple and easy to use.

UX & UI TECHNICAL EXPERIENCE

Bixie, an AI-enabled finance platform for women Jan 2022

- Designed mobile application to support women in providing financial literacy
- Improved existing user flow by conducting user interviews and usability tests
- Conducted extensive UX research supported with artefacts such as personas, customer journey map, sitemap etc.

Rooftop Republic, an award-winning farm management social enterprise Dec 2021

- Redefined the operational flow between project managers and clients
- Designed a crop recommendation and planning tool for farm management (Web-app)
- Project handed over to data scientists and web developers for Tech Hackathon

Locale, a platform for local sustainability activities Dec 2021

- Designed a Community feature for the platform (Web-app)
- Conducted a full cycle of UX research supported with UX artefacts
- Provided business solutions and feedback analysis to project client
- Led a team of 3 and in charge of the flagship feature

Twopresents, an online invitation & fundraising platform Nov 2021

- Conducted user interviews and usability tests with prototype design
- Constructed UX artefacts such as personas, customer journey maps
- Revamped subpages of the website

OTHER WORK EXPERIENCE

Digital Marketing Intern, Catalyst Lifestyle Jun - Aug 2019

- Participated in digital marketing campaigns, including launching Google ads, Facebook ads, Amazon Prime Day
- Wrote weekly blog posts and copywriting product descriptions for organic SEO
- Conducted competitor analysis by studying competitors' data and performance

Publicity Officer, Hong Kong Public Affairs & Social Service Society, UK 2019-2020

- Updated website and bulletin board on a regular basis
- Designed graphic materials for event props and promotion
- Managed multiple social media platforms

Sales Support Intern, WeWork Aug 2017

- Researched and analysed competitors' price for renting hot desks
- Facilitated sales team in administration tasks

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Portfolio: www.janice-c.com

EDUCATION

Xccelerate, HK Oct 2021 - Feb 2022

- Full-Stack UX Design Immersive Bootcamp

University of Exeter, UK 2018 - 2021

- BSC Business and Management with Proficiency in Entrepreneurship (First-Class Honours)

St. Mary's Shaftesbury, UK

- GCE A-Level 2016-2018

St. Paul's Convent School, HK

- Primary & Secondary 2002-2015

SKILLS

UX / UI

UX Research	User Interview
Personas	User Flow
A/B Testing	Sitemap
UX Writing	UI Design
Wireframing	Prototyping
Service Design	Service Blueprint
Customer Journey Map	
Information architecture	

Technical

Figma	Adobe Photoshop
Miro	Adobe Illustrator
Wix	Adobe Lightroom
Microsoft Office	Adobe Premiere Pro

Personal

Design thinking	Growth Mindset
Agile	Empathy
Leadership	Detailed Oriented

LANGUAGES

Cantonese	Native
English	Fluent
Mandarin	Fluent