

MINYI ZHU

User Experience Researcher

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WORK

UX Design & Research Intern

IBM | May 2020 - Jul 2020, Toronto

- Conducted 3 remote interviews and assisted 12 other interviews with data synthesis to help understand users' pain points and refine problem statement.
- Created low to medium fidelity prototype to visually communicate design solutions and iterated the design based on feedback from users and clients.
- Led 10 usability testing sessions and achieved an increased usability onboarding flow for eCommerce platforms.

Human Resources Consultant

Bell Canada | Sept 2017 - Jul 2019, Toronto

- Supported corporate-wide learning programs through qualitative analysis of user feedback, which achieved an 85% of satisfaction rate across organization.
- Screened over 800 applications and assisted with over 100 video interviews to ensure the smooth of cross-functional recruitment.

Research Lead

Philip Morris International | May 2015 - Aug 2015, Toronto

- Led user research by conducting benchmarking analysis and 10 stakeholder interviews to achieve organizational buy-in to project initiatives.
- Worked closely with development and design teams through on-going communication of research insights which helped define project scope and clarify user pain points.

PROJECTS

User Researcher

Redesign: Spotify Artists Catalog (Team) | Mar 2020 - Apr 2020, Toronto

- Gathered insights from literature review and comparative analysis to inform early research direction.
- Facilitated 3 moderated usability testings and provided thoughtful insights to help the team iterate based on user feedback.

UX Designer & Researcher

One Hour (Individual) | Nov 2018 - Dec 2018, Toronto

- Researched and designed a mobile app that caters personalized cooking experience to ease users' decision-making in recipe selections and to help overcome anxiety of information overload.

EDUCATION

MA in Digital Experience Innovation

University of Waterloo

2019 - 2020, Waterloo

BA in Industrial Relations and Human Resources

University of Toronto

2012 - 2016, Toronto

SKILLS

Design

Persona
Wireframing
Sketching
Storyboarding
Journey Mapping
Affinity Mapping
User Flow
Rapid Prototyping

Research

Interviews
Storytelling
Survey
Usability Testing
Comparative Analysis
Card Sorting
First Click Testing

Tools

Figma
Microsoft Office
Miro/Mural
SurveyMonkey
Zoom