

# 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.

### Consultant, Learning and Development

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  
Guerrilla Testing

### Tools

Figma  
Microsoft Office  
Miro/Mural  
Maze  
Zoom