



ZIANG CHEN

clarkchendesign.com
zchen023@outlook.com
[linkedin.com/in/clark-c](https://www.linkedin.com/in/clark-c)

Ontario,
CA

EDUCATION

University of Toronto

MI, User Experience Design & Information System Design

WORK

EXPERIENCE

Eastern Industries / Digital Transformation Design, Hybrid

Jan.2024

Led a series of digital transformation initiatives to streamline operations and improve work efficiency.

- Current

- Phase I: Design and development of a web-based CRM system
- Phase II: Website Re-design & Gen-AI Agent to delivery better CX

Independent Consultant / Hybrid

Feb.

As an independent design consultant, I craft user-centric digital solutions that drive engagement and growth, turning ideas into functional products.

2022-

Current



OLG / Lead Sr. UX Designer, Toronto

Jul.2019-

Validated 10+ product initiatives using a structured methodology (incl. planning Product Strategy, Persona & User Journey Map, Conducting research and end-to-end design). Facilitated UX testing for OLG's website & app and supported updates on design system. As the first hire in the OLG design division, I played a key role in supporting the team with various people management tasks, including hiring, onboarding, and mentoring new team members.

Oct.2021



Tencent / UX/UI Design Freelancer, Remote

Jul. -

Led user research analysis and design for an internal exploratory project that aims to enhance new employee experience.

Aug.2018



UHN & Princess Margaret Cancer Centre / Experience Design Freelancer, Toronto

Jan. -

Redesigned IA to enhance UX for an online portal supporting cancer patients and caregivers in Ontario.

Apr.2018

PopTech / Lead UX/UI Designer, Beijing + Remote

May -

Led design at PopTech, a startup focused on simplifying event hosting for like-minded communities.

Dec.2017



Microsoft Research Asia / Design/PR Intern, Beijing

Jun. -

Responsible for content creation on several Microsoft social media channels and reached out to over 300,000 followers. Practiced design thinking method and supported Microsoft Mediaroom webpage re-design

Sept.2016

SKILLS & METHODS

Design: Figma, Adobe Creative Suite, Axure RP | Sketchup, AutoCAD, Blender, Unreal Engine | Front-End Vibe-Coding | Office 365

Research: Usability Testing, User Interview, A/B Testing, Benchmark Studies,
UX Mapping & Strategy: Persona Development, Service Blueprint, User Journey
Map

AWARDS &
HONORS

IxDD & Adobe Creative Jam 2018 Winner
Microsoft Star of Tomorrow: Award of Excellence
China Internet+ Entrepreneurship: Silver Medal