

Aaron Jiang

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PROFILE

As a UX student, I am dedicated to solving problems, think from user's perspective, and analysis from data & research. In several project practices, I am familiar with and mastered a variety of mobile & web design specifications, and familiar with a variety of UI / UX design theories, which gives me a solid foundation for creating concise and easy-to-access digital interactive interfaces.

EDUCATION

Honours Bachelor of Design, Wilfrid Laurier University, Brantford
September 2019 — April 2024

Skills

Design Tools

Figma,
Adobe: AE,AI,PS,XD

Data Analysis

SQL
Data analysis
Data Visualization

Research

Affinity Map
Cognitive Walkthrough
Competitive Analysis
Contextual Inquiry
Persona
Storyboard
Heuristic Evaluation
Usability Testing

Awards & Certificates

WILFRID LAURIER UNIVERSITY DEAN'S HONOUR ROLL

2022-2023

Data Analytics Professional Certificate, Google & Coursera

2024 - present

Project Management Professional (PMP)

Preparing, planned to obtain it by the end of 2024

Projects

Client: Supermoney

Subject: Internship Financial service product recommendation project - for Web & App
May 2022 — July 2022

- Conduct competitive product analysis and research, and conduct channel analysis surveys.
- Discuss & assist prototype making, mainly drawing some pages of mobile Apps.

Client: Wilfrid Laurier University & Unless Design Partners

Subject: Redesign Laurier student application “SAFE Hawk”

January 2022 — April 2022

- Laurier University hopes to explore how the university-affiliated Safe Hawk application can better assist students under the pandemic background. safe hawk is an app for WLU students in student health and campus environment.
- International students are the research entry point. Laurier is a diverse and international university. International students are facing more academic pressures and obstacles than Canadian domestic students.
- In-depth investigation from the perspectives of students and universities to understand their user pains and needs. Creating multiple iterations from low-fidelity wireframes to high-fidelity models
- Redesign UI layout to adapt the new functional requirement, create a peer to peer system, international students can better integrate into the local environment with the help of domestic students. Embed the real time translate, solving the obstacle of international student.
- Laurier University hopes to explore how the university-affiliated Safe Hawk application can better assist students under.

Client: Scotiabank

Subject: Attract more international student clients

September 2023 — April 2024

- Qualitative and quantitative surveys to understand users' pain points when opening an account at Scotiabank. Create multiple user personas.
- Online banking is the key area that needs to be updated. The old online banking system is not enough for users to like.
- For the redesign of mobile online banking UI and functional architecture, an embedded referral system was established and iterated multiple times.
- Multiple usability tests to evaluate effectiveness.