JO CHOU
Product Designer

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Brief

Curious and Empathetic product designer with 5+ years of experience across B2B & B2C industries like postal services, education, PDF solution and agency. Proficient in solving complex problems utilizing user-central design thinking to deliver intuitive UX&UI for web, mobile, and native apps. Proven success in streamlining dashboard management, subscription payments, and order/shipping flows.

Work Experience

Product Designer - Canada Post | Toronto | May 2023 - present
- Optimized and enhanced native mobile UI to create a seamless experience, introducing key features of quick delivery functions that improved accuracy in tracking experience by 20%.
- Designed an onboarding flow to highlight key features, resulting in a 15% increase in user registrations.
- Conducted design audit with the director to identify areas for improvement and maintained design system, ensuring consistency across IOS and Android native apps.

Product Designer - Apryse | Vancouver - Apr 2022 - Feb 2023
- Collaborated with PMs and developers within 4 months to deliver B2B Xodo Team solutions, including PDF tool search, member dashboard, and payment features, resulting in a 100k+ subscription increase and improved user engagement and interaction.
- Restructured the PDF tool page into a more intuitive layout, improving interaction efficiency by 30%.
- Established new design components and guidelines to ensure global consistency and ease of use across the design library for web and mobile.

Lead Product Designer - Pressreader | Vancouver - Apr 2021 - Apr 2022
- Collaboratively led MVP feature development with PMs and developers within 4 months, designing a digital e-book B2B platform for school account and course management in the USA.
- Conducted interviews with 20+ stakeholders, transferring insights into design solutions that improved manual book order input efficiency by 50%.
- Mapped out user flows for account authority, created mockups and diagrams, streamlining the design process and achieving a 40% increase in efficiency towards business goals.

Lead Web Designer & Developer - 5U Website | Vancouver - Nov 2018 - Apr 2021
- Led the website redesign, creating visually appealing interfaces aligned with business goals, resulting in a 20% increase in user engagement within 6 months.
- Designed 15+ B2C customized websites annually for marketing and e-commerce platforms, covering content management, branding, and banners, while maintaining consistency across all materials.
- Developed CMS front-end websites using WordPress and Shopify, collaborating with developers in HTML/CSS/JavaScript to create functional features, increasing the product purchase rate by 30%.

Lead UX/UI Designer - My GoodReal Tech | Vancouver - Jan 2019 - Apr 2021
- Led a team of 4 interns from diverse departments - marketing, junior designers, developers and sales to gather user findings, analyze market research, and ideate business frameworks and design strategies, resulting in a platform that enabled customers to build their own websites and manage backend settings efficiently.
- Researched MVP insights from real estate agents and analyzed MLS data, leading to the design of a dashboard that enabled real-time monitoring and management of updated property listings. This solution improved efficiency in tracking and managing properties.

Portfolio
jochoudesign.com
password: jolovesdesign

Education
**Simon Fraser University
2013 - 2018**
Bachelor of Arts
Interactive Arts and Technology

UX design skills
Wireframing
User research & testing
User story & flows
Design thinking

UI design skills
Visual design
Design system
Prototyping
Information architecture
HTML/CSS

Design tools
Figma
Miro
Adobe suites
Jira

Other skills
Google Analytics & Ads
SEO & CMS
Photography
Video Editing

Design certifications
Google UX Design Professional
IBM Design Thinking
Accessibility Champion