

Experience

Contract User Experience Designer | Avatech _____Feb2022—Nov2022

- Launched a multi-player streaming tool from 0-to-1 in less then 3 months.
- Conducted user and landscape research and helped define north star, metrics, and roadmap.
- Revised design per metrics and user feedback to drive up account creation and user collaboration.
- Designed features with player synchronization, motion capture, and OBS integration capabilities.

Senior User Experience Designer | Labfront _____Mar2021—Oct2021

- Designed with goal of delivering wearable data to researchers for faster, more affordable studies.
- Restructured the core platform to support collaborative research and to handle more participants.
- Revamped UI on web and companion mobile app to look more modern and better visual contrast.
- Interviewed current and potential customers to uncover new market segments and opportunities.

Product Designer | Connected (Thoughtworks)_____Aug2017—Sept2020

- Led and drove projects ranging from a few weeks to as long as a year.

Audio-electronics _____2017

- Launched a core and defining iOS and Android mobile app for a significant player in the space.
- Led Android design adaptation and design delivery with a team of 25 Android and iOS engineers.
- Created systems to standardize assets and layouts for higher consistency and efficiency.
- Allied with engineering to spearhead VoiceOver and DynamicType accessibility initiatives.
- Conducted deskchecks and composed checklists for quality assurance with QA and engineers.

Automotive _____2019

- Interviewed fleet customers and created user journey maps for a known US automaker.
- Prototyped a platform for fleets to manage data services with increased autonomy and flexibility.

Podcast _____2020

- Led project and conducted research, tested concepts and prototypes for the listener landscape.
- Composed a report for approaching clients and enabling growth team during downturn.

User Experience Designer | Hubnest Inc. _____July2016—Aug2017

- Redesigned a dated eCommerce website to improve search and buy from over 70,000 posters.
- Launched a lifestyle platform with eCommerce, member portal and blog to enrich offerings.

Contract Interaction Designer | Toronto Stroke Networks _____2016

- Built a Squarespace resource for individuals and caregivers to better autonomy after a stroke.

Art Director | Purpose Global and Idea Studio _____Aug2013-May2016

- Launched web and ad campaigns to spread safety awareness for the Electrical Safety Authority.
- Created collaterals for Canadian Breast Cancer Foundation to inspire action against breast cancer.

Contribution Highlights

- Launched a product from 0-to-1 in less then 3 months with an active Discord community.
- Helped deliver a music control app used by tens of thousands of people to this day.
- Reimagined better research collaboration to now serve thousands of study participants.
- Written articles and hosted multiple company-wide microlearns on product.
- Created curriculum for Taiwan Code Camp and gave talk to high school students.

Education & Certification

Nielsen Norman Group _____2019

- Certification in User Experience
- UXC#1033047



OCAD University _____2013

- Bachelor of Design (BDes) in Graphic Design

Skills

- User Research | Product Strategy | Roadmapping | Release Planning | Concept Testing | Wireframing | Prototyping | User Interface Design | UX Writing | Branding | Documentation

Methods

- User Interviews | Surveys | Usability Testing | Card Sorting | Focus Group | Ideation Workshop | Value Proposition Canvas | UX Audit | Competitive Comparative Analysis | Personas | Journey Map | Design Principles | Prioritization Matrices | Design Systems

Tools

- Figma | Sketch | Adobe Creative Suite | Airtable | Abstract | Miro | Zeplin | Jira | Confluence

Language

- English
- 國語或普通话 Mandarin Chinese
- 廣東話 Cantonese Chinese

How Jocelyn can help

Jocelyn works end-to-end in the product development cycle. Whether you are looking to discover new business opportunities, improve an existing product or bring an idea to life from scratch, Jocelyn has the tools to push your project to the next phase.

Immersion

Project North Star

Team Collaboration Manual

Stakeholder Workshop

Audit

Competitive Comparative Analysis

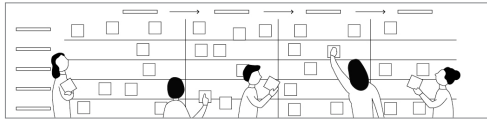
User Experience Audit

*Based on Jakob Nielsen's 10 general principles of interaction design

Basic Accessibility Audit

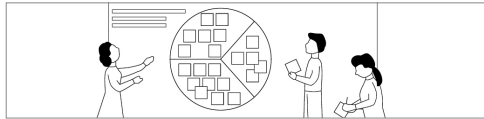
*Based on WCAG2 A and AA guidelines

Co-Creation



Journey Mapping

An in-person or remote activity designed to map out the life cycle of a user segment interacting with the product or the company.



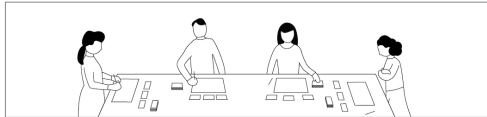
Value Proposition Canvas

A framework created by Strategyzer to identify the needs, barriers and desires of your users, thus inspiring new ideas that provide them value (desirable and functional to them).



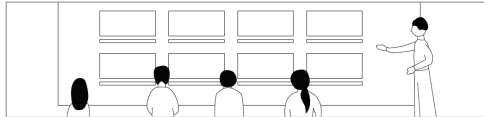
Foresight Gallery

An interactive gallery featuring research insights of recent domain innovations and industry trends, paired with propositions to new products and features.



Wild Combinations

An activity designed by Connected and Civic Tech Toronto using a predefined set of user, scenario and technology cards to come up with novel ideas.



UX Storyboarding

A beginner-friendly workshop designed to supercharge a team's storytelling capabilities. Focus on outputting storyboards that can be used towards inspiration and presentations.



Concept Testing

An in-person or remote session with a series of customized activities designed to validate assumptions and test out new ideas with actual users or potential customers.

Persona x Scenario
Mash-Ups
Crazy 8

Empathy Map
Mad Lips
Affinity Mapping

How Might We Statements
Creative Matrix
User Interviews

Delivery

Impact / Effort Prioritization Matrix
Usability Testing

Product Roadmap
Design Systems

Backlog Generation
Design Documentation