

Jianle Tang

Edmonton | AB | Canada

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Summary:

- Highly skilled UI/UX Designer with background in Web Developer and Marketing.
- Proven track record of creating user-friendly interfaces and optimising user experiences.
- Proficient in Figma, Adobe Creative Suite, HTML/CSS, and various design tools.
- Dedicated to staying up-to-date with cutting-edge design trends and methodologies.
- Committed to achieving results that enhance user engagement and align with user-centric principles.

Experience:

Freelancer | Digital Design

Jun 2022 - Present | Edmonton AB and Remote

- Crafted intuitive digital assets while adhering to design systems and style guides. Shown attention to detail and provided constructive feedback for opportunities for user needs.
- Currently developing a personal mobile app based on my own designs created in figma. Prototype has earned an impressive 4.4/5 user rating for anticipated product adoption upon launch.
- Ongoing learning of design concepts and industry trends through Interactive Design Foundation with hands-on experience in research, storyboarding, visual design, and more.

Flawless Inbound | Marketing Technologist

Aug 2020 - Mar 2022 | Edmonton AB and Remote

- Increased organic traffic by at least 20% on average for clients utilising web analytics tools, including Google Analytics, for data analysis, SEO, and performance optimization.
- Led client meetings, progress reporting, and conducted training for 30+ individuals in a fast-paced digital marketing agency.
- Executed A/B testing for email and advertising campaigns, utilising platforms like HubSpot and MailChimp.
- Successfully managed multiple projects simultaneously, specialising in B2B clients and SaaS products.

Freshcap Mushrooms | Web Developer

Aug 2019 - May 2020 | Edmonton AB

- Managed ecommerce platforms on WordPress and Shopify, ensuring consistent designs and optimal user experiences.
- Designed responsive and visually appealing websites using HTML, CSS, and JavaScript.
- Collaborated with the marketing team on graphics and content creation to enhance brand awareness.

Education:

Google/Coursera, UX Design Certification

Jun 2022 - Nov 2022 | Remote

- Developed an online portfolio showcasing UX projects, emphasising user-centred design and accessibility.

University of Alberta | Bachelor in Computer Science

Sept 2013 - Aug 2018 | Edmonton AB

- Acquired comprehensive theories and practical skills in web and app development.

Skills:

- Proficient in UX/UI design methodologies, wireframing, and prototyping.
- Expertise in design tools including Figma, Adobe Creative Suite, Photoshop, and Sketch.
- Strong grasp of HTML/CSS, honed through web development background.
- Experience in mobile development using Unity and C#
- Experience using SEO tools like Google Analytics, Google Search console and SEMrush
- Experience in Agile methodologies, enhancing adaptability and collaboration.