Jing Liang

I am a UI/UX designer proficient in UX research, UI prototyping and front-end web development. I also have a strong background interest in SEO and web marketing.

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EXPERIENCE

Green Gold Group of Canada, Toronto — *Web Designer and Web Marketer*

APRIL 2012 - APRIL 2019

Planned information architecture and visual design of several business websites.Performed both on-page and off-page SEO optimization for websites. Performed email marketing (including content writing, creating banners for email templates and creating timed email campaigns) inside Infusionsoft marketing automation software.

Sijison Inc, Toronto — *Web Designer and SEO Analyst*

MAY 2008 - DECEMBER 2008

Interacted with clients to create visually interesting websites. Led SEO campaigns for all websites produced by the company.

Freelance, Toronto — *Freelance Web & Graphic Designer*

MAY 2003 - APRIL 2008

Communicated with clients to project appropriate look of organization. Created marketing materials such as brochures, poster, business cards, compact discs and websites for clients.

EDUCATION

bloc.io, Online — *UX/UI Design Track*

APRIL 2019 - PRESENT

Completed 500+ hour project-based online bootcamp. Developed skills in UX research, Visual Design and front-end coding. Learnt industry best practices and design process standards under tutelage of accomplished UX professional.

SKILLS

Front-End:
JavaScript, HTML5, CSS3

Design Tools:
Figma, InVision Studio, Git, GitHub, Adobe Photoshop, Adobe Illustrator

UX Research:
Surveys, Persona building, Journey Mapping, Wireframing

Marketing:
SEO, Email Marketing, Infusionsoft

LANGUAGES

Cantonese

Trios College of Information Technology, Toronto — *Web Design Specialist Diploma*

JANUARY 2001 - DECEMBER 2001

Graduated with honors.

PROJECTS

collab Cloud Storage and Project Management Tool —

JANUARY 2001 - DECEMBER 2001

Hi-fidelity mockups for a cloud management web application with light project management tools. Members can store applicable files, messages and tasks for each project. Took project through from conception to usability testing (ux research, personas, user stories, wireframing, hi-fi prototyping, usability testing).

https://www.figma.com/file/Ur8oTNGlMtKsMQ5zBmiAdP/Cloud-Store-Hi-Fi-Prototype?node-id=0%3A1