

Cedric Zheng

Senior UX Designer

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About Me

As a professional UX Designer based in Toronto, Canada, I specialize in end-to-end UX design. From concept to research, design, and testing, I excel at creating solutions that seamlessly align user needs with the objectives of the business, resulting in exceptional user experiences and driving overall success.

Work Experience

Senior UX Designer (Contract) | Public Services and Procurement Canada

March 2026 – Present Toronto, ON

- Leading end-to-end UX strategy, research and design for the Artificial Intelligence (AI) solution supporting the department's digital transformation.
- Collaborating closely with cross-functional teams, including Product Owners, Developers, Business Analysts, to ensure alignment between design objectives, business goals, and technical feasibilities.

UX Designer | Fisheries and Oceans Canada

January 2024 – March 2026 Toronto, ON

- Led the design of the Canadian Fisheries Information System (CFIS), which unified over 64 outdated licensing and quota, and catch monitoring systems into a single platform, intended for nationwide use by internal licensing and quota officers across Canada.
- Mentored and managed the co-op students by serving as a point of contact, answering questions, and guiding them to relevant resources.

Product Designer | Overlap Associates

October 2021 – March 2023 Kitchener, ON

- Designed and shipped 5+ web and mobile products from start to finish, resulting in 100% on-time, on-budget project completion.
- Conducted 50+ user research sessions, analyzing insights to improve user experience and business performance.

Work Experience (con't)

UX Designer | Orbis Communications Inc.

August 2020 – September 2021 Hamilton, ON

- Created 50+ wireframes and prototypes for user interfaces and website features for the company's SaaS product based on the stakeholders' requirements.
- Developed a design system and library following brand guidelines to maintain design consistency across various digital channels, lowering the reduction in design inconsistencies.

UX Designer | Canada Life

Jan 2020 – July 2020 London, ON

- Designed and developed an intuitive and engaging onboarding experience for the Workplace Strategies Mental Health's website.
- Conducted usability testing and A/B testing with target users to validate the effectiveness of the design solutions.

Education

Bachelor of Design in User Experience Design

Wilfrid Laurier University

2016-2021 Brantford, ON

Tools and Skills

- Information Architecture
- Wireframing
- UX Strategies
- Motion Design
- Interactive Prototyping
- Design System
- Research Data Analysis
- Usability / Accessibility Testing
- Figma
- Adobe Suite Products
- Google Workspace Products
- Microsoft 365 Products

Achievements

- Scotiabank Experiential Learning for UX Designers, 2nd Place | 2021
- UN Sustainable Development Challenge, 1st Place | 2019
- Dean's Honour Roll | 2020
- WLU Student Engagement Award | 2021
- Tom Berczi Undergraduate Campus Citizenship Scholarship | 2020