Cedric Zheng

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

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• Led the design of the Canadian Fisheries Information System (CFIS), which unified over 64 outdated licensing and quota, and catch monitoring systems into a single platform, intended for nationwide use by internal licensing and quota officers across Canada.

• Created visually engaging and cohesive designs that align with the Department of Fisheries and Oceans Canada's branding guidelines and the Government of Canada's design system.

• Collaborate closely with cross-functional teams, including Product Owners, Developers, Business Analysts, and UX Researchers to ensure alignment between design objectives, business goals, and technical feasibilities.

• Worked as a Student Ambassador, supporting 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 and analyzed the data to gain insights into user behaviours and preferences, and use those insights to make recommendations for improving the clients' business performance and user experience.

• Managed 20+ projects simultaneously by communicating effectively with clients, stakeholders, and project teams via email, virtual and in-person meetings.

Work Experience (con't)

Junior UX Designer @ Canada Life

Jan 2021 – June 2021   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.

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.

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