

Joyce Fung

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UX Researcher & Service Designer

Education

- Master of Information (User Experience Design)**
University of Toronto
Honours Received: Bank of Canada Scholarship Award for Post-Secondary Students
- 2023
- Honours Bachelor of Arts (Urban Studies Major, Minor in Book & Media Studies and Digital Humanities)**
University of Toronto
Honours Received: The Ruth Kirkland Scholarship (2021), University of Toronto Student Leadership Award (2021), Woodsworth Cup (2021), The J.S. Woodsworth Service Award (2019)
- 2021

Relevant Work Experience

- Consultant (Service Design & UX Research)**
Ernst & Young LLP (EY Design Studio)
- Toronto, Ontario
2023 - Present
- Sectors: Power & Utilities
 - Lead and design comprehensive user research studies through various mixed method activities (e.g. stakeholder interviews, usability testing) to uncover user experience needs and gaps
 - Design user personas and journey maps, ensuring alignment with user needs and behaviours to inform effective user-centred design solutions
 - Present user research findings and recommendations to various stakeholder groups

- Service Design Intern**
CIBC
- Toronto, Ontario
2023
- Collaborated with cross-functional teams to map and analyze the bank's digital customer journeys, identified pain points and opportunities to enhance the overall end to end banking experience
 - Conducted user research including stakeholder interviews and usability testing to gather insights and inform design decisions
 - Contributed to the creation of service blueprints, medium-fidelity wireframes, and user flows to communicate the end to end service experience

- Experience Design Intern (Service Design and Research)**
Ernst & Young, LLP (EY Design Studio)
- Toronto, Ontario
2022
- Collaborated with cross-functional teams to create user-centred service design solutions for various client engagements
 - Conducted user research and service design activities (e.g. semi-structured interviews, user testing, north star workshop) with various stakeholder groups
 - Presented user research findings and recommendations to stakeholders

- Design Research Team Lead**
The Innovation Hub, University of Toronto
- Toronto, Ontario
2022
- Spearheaded a consultation to co-design the future state Chestnut Residence Food Services operations affecting 1000+ students
 - Facilitated ethnographic research (e.g. semi-structured interviews) with 20+ participants, and executed data analysis
 - Oversaw a team of 4 design researchers and project management of the consultation

Selected Projects

- Investment Product Digital Account Open Flow**
CIBC
- 2023
- Supported the design of a digital account open flow for the launch of a new investment product on the bank's website
 - Designed and led user research efforts including research protocol design, facilitated semi-structured interviews with stakeholders, and conducted user testing
 - Designed medium-fidelity clickable prototypes for user research
 - Conducted qualitative data analysis (e.g. affinity mapping) and presented recommendations to project stakeholders

- Mining Integration Experience Design**
EY Design Studio
- 2022
- Designed the future state technology integration service experience for a mining company affecting 200+ employees and streamlined integration experience for 6 key user groups across sites
 - Supported the delivery of a service redesign engagement by leading user research efforts (e.g. semi-structured interviews, usability testing), service design activities, and data analysis (e.g. affinity mapping)
 - Facilitated 8 service design workshops with 30 + diverse stakeholders
 - Developed 6 personas, user journey maps, service design blueprints, and co-creation workshops (e.g. ideation, prioritization)

Skills and Qualifications

Design Thinking	Adobe XD, Figma, and Sketch	Cantonese and English - Native
Information Architecture	Balsamiq	French - Intermediate
Prototyping and Wireframing	Mural and Miro	Accessibility for Ontarians with Disabilities Act (AODA)
Quantitative and Qualitative Research	Optimal Workshop	IBM Enterprise Design Thinking Practitioner
Service Design Blueprinting	UserTesting	
Usability Testing		
Workshop Facilitation		