

Joyce Fung

UX Researcher & Service Designer

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Education

Master of Information

University of Toronto
Major: User Experience Design

Expected: 2023

Honours Bachelor of Arts (Distinction)

University of Toronto
Program of Study: Urban Studies Major, Minor in Book & Media Studies and Digital Humanities

2021

Honours Received: The Ruth Kirkland Scholarship (2021), University of Toronto Student Leadership Award (2021), Woodsworth Cup (2021), The J.S. Woodsworth Service Award (2019)

Relevant Work Experience

Experience Design Intern (Service Design and Research, 8-month term)

Toronto, Ontario

Ernst & Young, LLP (EY Design Studio)

2022 - Present

- 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
- Led the delivery of a \$155,000 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)
- Initiate & manage Design Operations to establish design approaches in collaboration with senior leadership

Design Research Team Lead

Toronto, Ontario

The Innovation Hub, University of Toronto

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

User Experience Designer

Seattle, Washington

Electric Potential

2021

- Developed the user journey mapping and website blueprints
- Facilitated the beta testing process of the platform through usability testing, user interviews, and surveys
- Created medium-fidelity wireframes and prototypes in Figma

Selected Projects

Co-Founder and Social Media Lead

2022 - Present

The UX Lounge

- Design and execute a cross-channel social media strategy to engage different user segments across Instagram and LinkedIn with 100+ followers
- Create marketing materials to promote brand identity and increased social media account reach by 138%
- Develop bi-weekly podcast content in partnership with 20+ UX professionals from firms such as Deloitte Digital, EY Design Studio, and Google

St. George Campus Study Space Finder (Mobile Application)

2021

University of Toronto and The Innovation Hub

- Directed qualitative and quantitative user research activities (e.g. semi-structured interviews, surveys, and usability tests) with 80+ participants
- Built personas, user flows, scenarios, wireframes, and high-fidelity prototypes in Figma

IMDb (Website Redesign)

2021

University of Toronto

- Redesigned the global navigation system of the IMDb website with a tree test success rate of 83%
- Devised and implemented a design strategy to enhance the website's information architecture alongside 5 UX designers
- Conducted user research and usability tests with 10+ participants
- Created card sorts, IA schematic diagrams, tree tests, and medium-fidelity prototypes

Skills and Qualifications

Design Thinking

Information Architecture

Prototyping and Wireframing

Quantitative and Qualitative Research

Service Design Blueprinting

Usability Testing

Workshop Facilitation

Adobe XD, Figma, and Sketch

Balsamiq

Mural and Miro

Optimal Workshop

Cantonese and English - Native

French - Intermediate

Accessibility for Ontarians with Disabilities Act (AODA)

IBM Enterprise Design Thinking Practitioner