

ERXUN TA

Toronto, ON M5S 0B1
647 686 8823 - erxunisabella.ta@mail.utoronto.ca

PROFESSIONAL SUMMARY

Enthusiastic UX Designer eager to contribute to design process through empathy, attention to detail and excellent organizational skills. Clear understanding of design principals and usability testing and training in prototype tools. Motivated to learn, grow and excel in designing a better experience.

DESIGN AND RESEARCH PROJECTS

09/2020 to Current

UX Designer

TD Canada Trust (Capstone Project) – Toronto, ON

- Conducted primary and secondary research on current accessibility standards and issues with current TD interfaces and integrated accessible features into the design.
- Produced design mockups and prototypes through Figma that met TD aesthetic guidelines and users' requirements.
- Performed 3 rounds of usability testings with 18 different users under the constraints of COVID-19 and increased the completion rate over 60%.
- Acted as a communicator among the external clients, supervisors and team members to distribute and update information.

06/2020 to Current

Undergraduate Research Assistant

University of Toronto, Mississauga – Toronto, ON

- Transcribed and coded 50 interviews through Dovetail about the emerging communication technologies in China during COVID-19 to provide a clear visualization of the interview results.
- Drafted memos and summaries on the literature review and interview results as a preliminary framework for the scholarly journal.
- Prepared materials for reports, presentations and submission to peer-reviewed journal publications.

07/2020 to 08/2020

UX Designer

Modal Ventures Inc. (Practicum) – Toronto, ON

- Accomplished a comprehensive market research on relevant products and 3 design sprints in 3 weeks.
- Conducted 3 rounds of iterative user testings (using Maze to make sure recruited user groups match the intended audience) though not required originally and gained recognition from the supervisor.
- Increased the task-completion rate to 100% and reduced the mis-click rate to 6.7%.

EDUCATION

Expected in 04/2021

Bachelor of Information: User Experience Design

University Of Toronto - Toronto, ON

- Current GPA: 3.86/4.00

SKILLS

- User Experience (UX) design
- Basic Coding (Python & R)
- Mockups and Prototypes (Figma & XD)
- Usability Testing
- Interpersonal Communication
- English, French, German & Mandarin

VOLUNTEER

Volunteering at Youth for Understanding (YFU) to help disseminate information about student exchange abroad programs and organize orientation activities to get prospective exchange students familiarized with different cultures