

Erxun Ta

647-686-8823

◆
erxunisabella.ta@mail.utoronto.ca

◆
<https://erxunportfolio.ca/>

EDUCATION

Bachelor of Information: User Experience Design

2017 Sep - 2021 Jun | University of Toronto - Toronto, ON

- Current GPA: 3.82/4.00 (top 5%)
- Courses: Social Psychology, Interactive System Design, Data Analytics, Information Policy Analysis, Information Visualization
- Design Skills: Figma, Adobe XD, Webflow

DESIGN PROJECTS

Design an Accessible Queueing System

2020 Sep - 2021 Apr | TD Canada Trust (Capstone) - 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

MediFin: a Financial Management App for Clinics

2020 Jul - 2020 Aug | Modal Ventures Inc. (Practicum) - Toronto, ON

- Accomplished a comprehensive competitive 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%

UTruck: A Campus Food Truck App

2019 Sep - 2019 Dec | University of Toronto (Course Project) - Toronto, ON

- Constructed questionnaires and interview questions to research for 63 users' existing pain points and needs for campus food trucks.
- Performed quantitative and qualitative analysis based on data collected and visualized the results through the format of graphs and reports.
- Created low- and mid-fidelity prototypes based on the data collected and conducted iterative usability testings.