

Frank(Feiran) Zhang

UI/UX Designer

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EXPERIENCE

Oxbury Medical / UI/UX & Brand Designer

March 2025 – Present

Aegis Clinical

- Led UI/UX and brand design for the new Toronto clinic launch, defining logo usage, signage system, and interior visual language.
- Created marketing assets and clinic information layouts that clarify OHIP, student insurance, and private/international plans for international students and newcomers.

Oxbury Medical

- Designed brand and patient-facing materials (exterior signage, door vinyl, diagnostic boards, business cards) to create a clear and welcoming clinic experience.
- Refined website design and entry points via WhatsApp and WeChat to simplify appointment inquiries and improve communication for patients.

DMSolving Corporation / UX/UI Designer

July 2024 – February 2025

NoQclinic

- Led ideation, strategy, and execution for NoQClinic's digital services, managing a 6-person team to develop and present design concepts.
- Developed user-centric interaction strategies, wireframes, and prototypes, streamlining interactions and improving efficiency by 18.2% while enhancing overall user experience.
- Spearheaded communication with the UX Director, Program Manager, and Developers, ensuring successful project completion and high-quality digital product development.

King Heights Academy

- Redesigned King Heights Academy's responsive website UI/UX, boosting user clicks by 27.8% based on parent and student insights.

Plush Up

- Designed the Plush Up website and daily sign-in rewards feature to boost retention, contributing to 500+ game downloads and stronger social media-driven acquisition.

Tencent / UX/UI Designer Co-op

May 2021 – December 2021

Tencent Cloud

- Contributed to interface design and visual strategy for a cloud service website, collaborating with teams to optimize page effects, achieving 25% faster load time and 15% higher user engagement.
- Created icons and banners, participated in design discussions, and prepared visual specs for development handoff, helping the team save an average of 20 minutes per day on task completion.

Joox

- Contributed to the art style, interaction design, and UI (icons, logos, buttons) for a major mobile music app, supporting themed campaigns and updates.

EDUCATION

OCAD University

2019 – 2023

Bachelor of Design (Honours) With Distinction
Major: Graphic Design
Minor: Illustration

Skillshop

2023 – 2024

Google Ads Certifications

DESIGN SKILLS

- User Experience Design
- Interaction Design
- User Interface Design
- Visual Design
- Prototyping
- Usability Research
- Empathy Maps
- Affinity Diagrams
- Wireframing
- User Testing
- Web Design

SOFT SKILLS

- Client Consultation
- Requirements Gathering
- Presentation
- Project Management
- Cross-team Collaboration
- Business Insights
- Marketing Research
- Social Media Marketing

TOOLS

- Figma
- Sketch
- Photoshop
- Adobe Illustrator
- Blender
- After Effect
- Premiere Pro
- Indesign
- Acrobat