

Gini Zhang Chung

UX / UI DESIGNER

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UX/UI designer with 5 years of experience across enterprise product design, Web3 interfaces, and self-taught e-commerce. Generated \$800K+ in revenue running two Shopify stores from age 19 before transitioning into design full-time. Spent 3.5 years as the sole designer at Canada's largest agricultural media company, shipping two apps to the App Store and conducting on-the-ground user research at Canada's largest agricultural trade shows. Brings an operator's instinct to every project and proves value through metrics, not mockups.

5 Yrs

UX/UI Experience

+125%

Retention Increase

16 Min

Avg App Engagement

\$800K+

Revenue at Age 19

2

Apps Shipped

EXPERIENCE

UX / UI Designer

Glacier FarmMedia | Remote, Canada | 2022 – Present

- Sole UX/UI designer for Canada's largest agricultural media company (7+ publications); owned end-to-end design from discovery through developer handoff across web and mobile with no design manager.
- **Shipped AgCanada, a cross-network news aggregator app, in 9 months, increasing user retention 125% and driving 6.5% email CTR post-launch. Also designed and launched the Western Producer 100th Anniversary Game in one month, achieving 16-minute average session engagement.**
- Conducted on-the-ground user research at **Ag in Motion** and **Canada's Outdoor Farm Show**, Canada's two largest agricultural trade shows, running a live kiosk and in-person farmer interviews; supplemented with Qualaroo surveys, targeted email campaigns, Microsoft Clarity heatmaps, dead-click analysis, and editorial team feedback loops.
- Built a unified brand system and Figma component library covering all 7 publications; transformed a fragmented, outdated visual identity into a cohesive design system that standardized UI across the network and streamlined development handoff.
- Collaborated closely with developers using Figma Dev Mode annotations and detailed design handoffs; coordinated with marketing and editorial teams across Mailchimp, Google Analytics, and GTM.

Founder & Lead Designer

With Archie (witharchie.co) | Toronto, ON | 2025 – Present

- Founded a design-led agency serving Canadian health practitioners (RMTs, physiotherapists, chiropractors); independently managed all UX strategy, visual design, and end-to-end client delivery.
- Designed and shipped a full practitioner website and booking platform for a mobile RMT client, including CMTO compliance requirements, PHIPA-compliant data handling, and a scalable multi-practitioner architecture.

UX / UI Designer

Zort (Web3 Startup), Contract | Remote | 2019 – 2020

- Designed trading dashboards, wallet interfaces, and onboarding flows for Zort and other early-stage DeFi projects; developed fluency in Web3 UX patterns including transaction states, gas fee communication, and trust-building UI for financial products.
- Navigated the UX challenge of making complex financial data legible to non-technical users; designed high-density data displays with clear visual hierarchy under tight delivery timelines.
- Worked in fast-moving startup environments with minimal process, developing strong skills in prioritization, rapid iteration, and designing under ambiguity.

Founder & Operator

E-Commerce Stores (Shopify) | 2017 – 2019

- **Launched and operated two Shopify stores at age 19, generating over \$800K in total revenue; fully self-taught in store design, paid acquisition, and product operations.**
- **Managed six-figure Meta Ads spend across both stores; reached 4M+ paid ad impressions through creative testing, audience segmentation, and ROAS optimization.**
- Designed all storefront UI, product pages, and ad creative in-house, developing conversion-driven design instincts grounded in real revenue outcomes.
- Iterated on UX through live data: A/B testing landing pages, diagnosing cart abandonment through session recordings and behaviour data, and optimizing checkout flows directly against ROAS and conversion metrics.
- Managed all business operations end-to-end including international product sourcing, supplier negotiations, fulfillment, and customer service.

SKILLS

Design

Figma, Prototyping, Design Systems, Tokens Studio, Component Libraries, Brand Identity, Information Architecture, Data Visualization, Photoshop, Illustrator, InDesign

Development

HTML, CSS, Tailwind CSS, Supabase, REST APIs, Claude Code, Vercel, Git

Marketing & Analytics

Meta Ads / PPC, Microsoft Clarity, Qualaroo, Klaviyo, Mailchimp, OneSignal, GTM / Google Analytics

EDUCATION

Bachelor of Design, Advertising

OCAD University, Toronto | 2020

[Portfolio & Case Studies: ginizhang.ca](https://ginizhang.ca)

Some case studies are password protected. Password: **ginizhang2026**