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Toronto, ON, Canada

Experience

Senior Product Designer / Publicis Sapient

Mar, 2021 - Present | Permanent Full Time | Toronto, Canada

- Led UX for luxury brand Tumi, driving a transformative site-wide redesign. Delivered 4 key user stories with 10+ features (search, product compare, wish-list, etc), revolutionizing the digital experience with 150+ new screens. Helped reach the highest revenue of \$547.7M in 2022.
- Innovated UX for Verizon's mobile app, introducing a pioneering security dashboard. Designed and delivered 3 key user stories, namely Profiles and Devices, Ratings, and Interactive Education. Drove significant adoption and utilization of security services among paid users.

Studio Web Designer / Saatchi & Saatchi

Aug, 2020 - Nov, 2020 | 4 Months Contract | Toronto, Canada

- Delivered over 5 responsive digital catalog pages for Toyota.ca and Lexus.ca, ensuring a cohesive user experiences across devices. Produced high-quality visual assets for 20+ catalog pages.
- Maintained and optimized the usage of design system and asset library.

Design Lead / TedXSFU

May, 2019 - Jan, 2020 | 8 Months Contract | Vancouver, Canada

- Recruited a group of 5 multi-discipline designers and artists. Crafted a captivating visual identity based on the 2019 conference theme. Shipped a responsive TedxSFU event web page. Conducted weekly meetings to oversee motion graphics and video content production.
- Designed and produced various marketing artifacts such as dynamic logos, event t-shirts, social media campaigns, etc. Played a pivotal role in achievement of making TedxSFU 2019 a fully sold-out event.

Design Consultant / Surrey Art Gallery

Sep, 2018 - Jan, 2019 | 4 Months Client Work | Vancouver, Canada

- Led a team of 4 designers in envisioning a omni-channel experience that streamlines the art rental business. Developed a comprehensive prototype showcasing the concept and its seamless functionality.
- The client expressed strong enthusiasm for the idea and incorporated key elements of the proposal into their overarching business strategy.

Product Design Coop / Royal Bank of Canada

Jan, 2018 - Aug, 2018 | 8 Months Co-op | Toronto, Canada

- Managed component and asset library, implementing new formatting rules based on Atomic design to simplify RBC Mobile components. Streamlined RBC Rewards Web banner production workflow.
- The solutions made substantial contribution to reducing asset production costs and improving external collaboration efficiency for RBC.

Education

Bachelor of Arts / Simon Fraser University

May, 2014 - Aug, 2019 | Vancouver, Canada

- B.A. Interaction Design and Media Joint Major
- Dean's Honor Roll
- FCAT Faculty Selected Artist

Study Abroad / University of Leeds

Sep, 2017 - Jan, 2018 | Leeds, England

- Faculty Level Study Abroad Scholarship

Skills

User Centric UX Design

- Lead UX direction in an agile team, advocating the user-centric approach through data-driven insights, personas, and user journeys.
- Generate innovative solutions that effectively address user needs and goals by rigorously iterating wireframes and testing prototypes.

User Interface & Design System

- Deliver pixel-perfect design assets, curate design system, and create visual guideline to safeguard the consistency of digital experience.
- Establish efficient dev hand-off process and create hand-off files from 0 to 1.

Cross-functional Collaboration

- Drive stakeholder workshop to seek for insights, clarify requirements, define scope and resolve competing priorities.
- Present in weekly stakeholder meetings to ensure alignments, gather valuable feedbacks for rapid iteration. Lead Dev hand-off calls.

Softwares and Design Tools

- Figma, Adobe CS, Adobe XD, Sketch, inVision
- Protopie, Zeplin, Mural, Jira
- Basic HTML/CSS