

EXPERIENCE

UX Designer
Webonise Lab

SEP 2022 - AUG 2023
Full-time, Toronto

- Revamped cloud-based **B2B SaaS** solution for an Asset management **Fintech** client, including designing an optimized **CRM** system and deal management system on a **responsive web platform**.
- Collaborated with Product Managers to gather user feedback and develop a simplified **wireframe** and **prototype**, improving efficiency for internal client and boost deal closing time by **25%**.
- Improve development efficiency by leading the management of **design system** and **component library**, as well as reviewing accessibility compliance including **WCAG** and **AODA**.
- Conducted **UAT**(User Acceptance Test) and QA to validate design

UI/UX Designer
Molarray Research

MAY 2022 - AUG 2022
Full-time, Toronto

- Led the design of the interface for a multi-end **Healthcare** application on molecular diagnosis products and digital screens, through stakeholder interviews and **user researches**.
- Designed a **Hi-fi operational dashboard** from data and monitoring system prototypes to simplify the user flow and reduce user error. Improved the **usability** and improved user satisfactory rate by **32%**.
- Developed a **design system** to enhance company branding and unify user experience.

Product Designer
Didi Global Inc.

SEP 2021 - DEC 2021
Internship, China

- Initiated an in-app **ride-share** booking platform by conducting **user researches**, and improve 22% matching performance.
- Optimizing **map** hierarchy, enabling customers to visualize driving routes and estimate bus arrival time
- Designed In-app advertising to **accelerate 12% user growth**.

UX Designer
Xuanbeige Consulting Inc.

DEC 2020 - SEP 2021
Full-time, China

- Established an online e-mall from scratch and achieved a **50% revenue growth** with private domain e-commerce business.
- Spearheaded the design of a **booking system** and integrated features such as resreservations by communicating with key investors and top leadership.

Project Designer
Hatch Ltd.

JAN 2019 - SEP 2019
Internship, Mississauga

- Led cross-functional collaboration to enhance TTC subway passenger experience using **3D rendering**, **AR/VR** view, and **motion** animations with **Unity** and **Unreal Engine**

PROJECTS

Web Designer
Weedman

SEP 2020 - DEC 2020

- Cooperated with local firm in Toronto to improve the information architecture of the corporate web-site, search engine system and real-time inquiry.

EDUCATION

University of Toronto | Master of Information, User Experience Design

2020-2022

- Re-designed the student user experience of the Chestnut Dining Hall on the U of T Mobile

University of Waterloo | Bachelor of Engineering, Architectural Study

2015-2020

SKILLS

Design

User Interface Design
Wireframing,
Prototyping,
Information Architecture,
Graphic Design
Motion Design
3D Modelling + 3D Printing

Coding

HTML CSS JavaScript
Python (numpy, pandas)
SQL
Java
React
C#, Winform

Tool + Coding

Figma, Sketch, Axure
Miro, Jira, Invision, Keynote,
Google Analytics,
Adobe Suites (PS, AI, IN, AE,
XD, PR),
Unity, Unreal Engine