

I design simple & user-friendly SaaS products & websites from concept to finish, delivering features & scalable system for SMBs growth.

WORK EXPERIENCE

Product Designer / Later

MAR 2022 - OCT 2023, HYBRID - VANCOUVER

- Led growth design collaboration with cross-functional teams, project managers and developers, improving user satisfaction and business metrics, 80%+ accuracy in user data profiling & 67% customer conversion for mobile web.
- Optimized onboarding, analytics, and trial-checkout designs for the business growth, handled complex design problems, articulated design decisions to key stakeholders.
- Contributed to the design system: Figma UI components, and written documentation, creating cohesive and scalable UI components for the design team.

Projects: Onboarding, Analytics Dashboard, Growth Design, Design System, Mobile Web, SaaS

UX/UI Designer (Contract) / CodeCast

OCT 2020 - FEB 2022, REMOTE - VANCOUVER

- Led end-to-end design process from discovery with information architecture to wireframes, mock-ups and prototypes, including SaaS product of a video recorder, community platforms, and recruiting app in an early-stage startup environment.
- Conducted user research including surveys, interviews, and usability tests to inform and optimized product design decisions on the CodeCast apps.
- Collaborated closely with developers to bridge design and front-end development concerns, ensuring seamless HTML/CSS integration.

Projects: Developer Community, HR Platform, Recording and Streaming, Brand Guide, NFTs

Product Designer (Contract) / CCILearning

AUG 2019 - APR 2020, HYBRID - LANGLEY

- Optimize the design and usability issues of the online learning platform and LMS for the flows including sign-in/up, profiles, settings, course selection/creation, and assessment.
- Gamified student learning modules to increase satiation together with a design system.
- Partnered with the product manager, educational instructor & developers to implement the user experience of the product workflow.

Projects: Online Learning Platform, LMS, Design System

UI Designer / Flight Centre Canada

FEB 2019 – JUN 2019, VANCOUVER

- Designed and implemented CSS for the checkout flows, landing pages, and email newsletters for the travel E-commerce site, solving tech debt.
- Created detailed UI libraries and inventory, supported design system integration into front-end and design workflows.
- Establish pipelines and workflows of the design system with the creative director and engineer lead, focusing on improving the UI consistency together from 0-1.

Projects: Travel E-commerce Site, Marketing Designs, Design System

UI Designer (Contract) / NGX Interactive Agency

SEP 2018 - JAN 2019, VANCOUVER

- Led interactive exhibition UI with a focus on storytelling and immersive experience in collab with the agency's creative team for their client.
- Created engaging and immersive user experiences with the help of wireframe, vision board, and design assets creation for interactive UI.

Projects: Museum Interactive Exhibition

UI Designer & Front-End Developer / LoginRadius

JUN 2016 – JUN 2018, VANCOUVER

- Developed and implemented front-end code using HTML, CSS, and Js in WordPress to create interactive and responsive marketing sites for achieving business strategy.
- Led the design team, provided guidance and mentorship to designers & devs.

Projects: IAM Web app, Developer tool, B2B SaaS, WordPress Sites, Mobile Web

SKILLS

Product & UX

Human-Centred Design, HCI
Planning, Research + Strategy
Wireframe, IA
Storyboarding and Task flows
Journey Mapping
Prototyping
User Research, Usability Testing
Agile Methodologies
Accessibility

UI Design

Figma/Sketch
Design Systems
Zeplin/Zeroheight
Mobbin
Graphic and Illustration
Brand Identity & Style guide
Adobe CC (Ai, Ps, Id, XD, Ae)

Development

Responsiveness/Adaptive Web
Front-end Design
HTML + CSS, Js
Preprocessor (Jade, SASS, Stylus)
BEM, SMACSS, Atomic Design
Bootstrap/Material Design/Tailwindcss

Toolkit

ChatGPT, Generative AI, Midjourney, Notion,
Google Workspace, Microsoft Office, Asana,
Jira, Miro, FullStory, Useberry, Maze

EDUCATION

Simon Fraser University

BA, Interactive Art + Technology: Design & Media Art Major | Digital Publishing Minor, with Co-op program
2016, Vancouver

Lighthouse Labs

Introduction to Web Development,
Part-time Certificate
2021, Vancouver

ACTIVITIES

Vanhacks: Social for Good

2018, Vancouver
Designed and assisted in CSS dev, built a mobile app reporting system with a web dashboard for Ocean Wise

Technical Peer Educator

SIAT SFU - TechBytes
JAN 2013 - JAN 2015, Vancouver
Taught Adobe software to students and provided mentorship in a small classroom environment.