

Catherine Gui

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Product designer building DevOps tools for enterprise companies. I work closely with stakeholders to **translate complex and technical requirements** into effective solutions that **drive business value**.

I previously worked in digital marketing for multiple years, where I used data and analytics to drive business and growth.

EXPERIENCE

UX Designer | Phlyt, Toronto, ON

MARCH 2020 - PRESENT

As part of a consultancy, I'm currently working with a large financial institution on an internal developer tool that streamlines the process for building, testing, and deploying code.

- Conducted user research to define the problem space, and uncover product and usability insights
- Worked closely with business, product, and engineering teams to translate technical ideas into requirements
- Created high-fidelity wireframes and prototypes for usability testing and developer hand-off
- Conducted usability testing to validate ideas
- Collaborated with developers to deliver features used by 100s of teams
- Worked with developers to build out design system
- Migrated components and designs from Adobe XD to Figma

Freelance Designer | Self, Toronto, ON

SEPTEMBER 2019 - PRESENT

- Worked with a consultancy to deliver features for an investment research platform. Presented design concepts and ideas to clients and key stakeholders
- Redesigned a website for a mortgage broker company

Digital Marketing Specialist | Loopio, Toronto, ON

JANUARY 2018 - SEPTEMBER 2019

- Designed and built landing pages to generate additional leads at a 5% - 20% conversion rate
- Ideated, and executed on paid advertising and holistic campaigns through copy, messaging, and targeting. Generated 100s of leads in 6 months
- Analyzed website performance using Google Analytics, and Hotjar and A/B testing - leading to a 2% increase in conversion rate

EDUCATION

Designlab - UX Immersive
Toronto, ON | 2019

Bitmaker - Data Analytics
Toronto, ON | 2018

**University of Waterloo -
Bachelors (Honours, Co-op)**
Waterloo, ON | 2015

TOOLS

Figma
Sketch
Adobe Creative Suite
InVision, Marvel
Google Analytics
Kissmetrics
Hotjar, CrazyEgg
Unbounce

SKILLS

User Research
User Testing
UI Design
Branding & Graphic Design
Web & Product Analytics
HTML/CSS/JS

