

KENNY WEI

UX DESIGNER

EXPERIENCE

Freelance UX Designer

SEP 2020 - Current, TORONTO, ON

- Redeveloping Skin Quiz for Three Ships to improve customer conversion through improved navigation and product recommendation
- Redesigning De Danu online e-commerce site through UX heuristic and data analytics to improve company branding, site navigation and payment flow

Process Improvement Consultant | CIBC

JAN 2020 - SEP 2020, TORONTO, ON

- Designed the dashboard for Fraud KPI tracking in Tableau to improve operational tracking and provide insights
- Drafted and presented a business case to save 3 FTEs in Wire transfers through task automation and division of administrative tasks

Project Manager | CSA Group

JUL 2017 - AUG 2019, TORONTO, ON

- Led & developed a new ticketing system for editors and project managers to improve the visibility and processing time of the editorial department
- Designed two educational board game workshops on simulating stakeholder engagement and risk management with an 80% engagement score
- Solved data migration issues on the rollout of the online web store to save more than 2 weeks worth of manual updating efforts

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEP 2020 - DEC 2020, TORONTO, ON

University of Toronto | Bachelors in Chemical Engineering

SEP 2012 - JUN 2017, TORONTO, ON

Graduated with Honors and Engineering Leadership Certificate

PROJECTS

[Chattr](#) | UX Researcher, UX Designer

SEP 2020 - DEC 2020, BrainStation UX Design Diploma

Re-envisioning the online dating experience through data analytics and AI machine learning. Prototype and wireframes created in Figma.

[JAM Co.](#) | UX Researcher, UX Designer

OCT 2018 - MAY 2019, CSA Group

A board game to practice risk management techniques through trial and error. Card sorting conducted using OptimalSort and final designs using Illustrator.

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SKILLS

Wireframing, Personas, Storyboarding, Design Exploration, Photoshop, Illustrator, InVision, Figma, Sketch, Marvel, SAP, Microsoft Powerapps, Microsoft Flow, SharePoint, Trello, Survey Gizmo, OptimalSort, Tableau, Lean Six Sigma, Change Management

PROFILE

UX designer with a background in engineering and project management, specialized in conducting UX research in industries ranging from student education, financial banking to e-commerce.

ADDITIONAL COURSES

Interaction Design - Akendi

Visual Design for UX - Akendi

UX Design Part-Time - BrainStation

ACHIEVEMENTS

2017 Academic Challenge Champion

Undergraduate Student Life Award

Minerva James Ham Safe Design Award