

KENNY WEI

UX DESIGNER

EXPERIENCE

Freelance Product Designer | Three Ships Beauty

JAN 2021 - MAR 2021, TORONTO, ON

- Redeveloped Skin Quiz for Three Ships improved navigation and product recommendation leading to an increase in average order value by over 15%
- Researched and analyzed past trends and customer behavior in Google Analytics
- Developed key assumptions and created questions for in-person interviews on existing skin quizzes.
- Implemented quiz logic in Octane AI and built final results for the quiz.
- Managing and analyzing ongoing quiz results and new trends using Google Analytics.

Freelance UX Designer | GK Software

JAN 2021 - MAR 2021, TORONTO, ON

- Led the redesign of the UI and process flow of a curbside pickup app
- Conducted market research on existing offerings and competitors
- Ideated various features and UI designs to best utilize the optimal informational hierarchy of the app

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

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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