

KENNY WEI

UX DESIGNER

EXPERIENCE

UX Designer | WSIB

MAY 2021 - CURRENT, TORONTO, ON

- Re-envisioned the claims intake process for WSIB's online web portals.
- Monitored customer feedback to identify insights and evaluate design effectiveness of WSIB's various online products and processes.
- Developed design system processes and components for the UX Design team.

Freelance Product Designer | Three Ships Beauty

JAN 2021 - MAR 2021, TORONTO, ON

- Redeveloped the Skin Quiz for Three Ships, a Dragons Den Canada contestant, which increased average sales revenue by over 15%
- Researched past trends and customer behavior in Google Analytics to optimize navigation patterns and evaluate a mobile first approach.
- Managed and monitored ongoing results for future opportunities and analysis.

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 standards development and risk management with an 80% engagement score.

EDUCATION

BrainStation | Diploma, 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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PROFILE

I am passionate about helping those who are under-represented get access to information, and technology solutions in order to achieve their dreams.

Throughout my experience working in financial banking and online ecommerce, I saw a lot of opportunities to bring together process improvement with UX design to truly bridge gaps between people and technology.

SKILLS

Google Analytics, Photoshop, Illustrator, InVision, Figma, Sketch, SAP, Microsoft Powerapps, Microsoft Flow, SharePoint, Trello, Survey Gizmo, OptimalSort, Tableau, Lean Six Sigma, Change Management

ADDITIONAL COURSES

Digital Product Management Fundamentals

University of Virginia

UX Design Specialization

Google Coursera

ACHIEVEMENTS

2017 Academic Challenge Champion

Undergraduate Student Life Award

Minerva James Ham Safe Design Award