

## AREAS OF EXPERTISE

### UX Methods

Usability Testing  
 Personas & Scenarios  
 Interaction Flow Maps  
 Information Architecture  
 Heuristic Evaluation  
 Rapid Prototyping  
 Contextual Inquiry  
 Statistical Analysis  
 Cognitive Walkthroughs  
 Usability Testing  
 Affinity Diagrams  
 Discovery Workshops

### Design

User Interface Design  
 Interaction Design  
 Responsive Web  
 Material Design  
 Apple Human Interface  
 Guidelines  
 Visual Design  
 Branding & Art Direction  
 Data Visualization  
 Creative Direction  
 3D Animation

### Software

Adobe Creative Suite  
 (Photoshop, Illustrator,  
 XD, AfterEffects,  
 Premiere, Acrobat, Muse,  
 Flash, Dreamweaver)  
 Sketch  
 Axure RP  
 Figma  
 InVision  
 Jira/Confluence

### Management

Team Mentorship  
 Skills development  
 Process development  
 Stakeholder & Product

## SUMMARY

Extensive experience in product design and strategy for e-commerce, SASS, B2B2C solutions and brand development in native apps, responsive web apps, e-learning and interactive multimedia (gaming) experiences in agile environments. I am looking forward to building and enhancing your product with a user-led mindset while applying lean UX methodology to create a delightful and useful experience.

## PROFESSIONAL EXPERIENCE

### Guestlogix

Head of Product Design || Toronto, Ont || Sept 2019 - Present

Guestlogix aims to connect Airlines with ancillary products to increase their overall revenue with options to integrate at an API, UI SDK, white label and responsive web platforms with an AI-powered digital concierge product.

- » led strategy and redesign of the product buy flow, Elastic Search, Parking, Ground Transfers to IMR within 4 months across four functional product teams
- » defined product strategy and direction by conducting discovery workshops and maintaining a close relationship with key stakeholders and delivery team
- » built research and validation into the product design pipeline to ensure user needs are the primary goal of each project
- » introduced customized UX best practices and methods to the product development process to decrease the accumulation of design and tech debt by 50%
- » embedded UX & Design thinking across product teams to increase overall Design maturity with a design & research-led dual track agile process
- » grew the design practice to enable cross-collaboration between designers to improve communication between teams by implementing pair-design and ideation workshops activities
- » actively energize and nurture an extremely talented team of designers to grow in all aspects of product development and empower them to do their best work
- » restructured the Design team to support the increasing capacity of product development teams with a focus on scalability and maximum adaptivity
- » developed custom Design framework to ensure transparency on the design tasks and deliverables across the Product teams to increase accuracy of estimates by 70%
- » create a scalable Design & Research Ops framework to support the unique needs of our current team allowing us to pivot quickly from platforms and projects efficiently

### Publicis Canada

Manager of Experience Design || Toronto, Ont || Mar - Sept 2019

- » led and managed the product strategy and creation of the NFL Canada Fantennial Challenge Contest microsite from kick off to launch in 4 months
- » created the new scalable Purolator Design system to support the international refresh initiative on all Purolator digital properties
- » led and conducted initial Research to define design strategy for the 24PetWatch and related pet insurance properties with an aim to increase sign up and conversion rate
- » worked with the Director of XD to define the XD framework for the Publicis XD practice
- » expanded the Publicis XD practice to include junior designers and contractors to support the growing demand of projects and initiatives
- » managed the client and experience design team relationship to ensure smooth delivery

## EDUCATION

The UX VP/Director  
Facilitating UX Workshops  
NN/g London Conference  
2020

3D for Production  
Humber College - DITC  
Graduate Certificate

Media Arts  
Sheridan College  
Diploma

## LANGUAGES

English  
Cantonese

## REFERENCES

Available upon  
request

## PROFESSIONAL EXPERIENCE CONTINUED...

### ADESA

Sr. UX Designer || Toronto, Ont || Mar 2018 - Mar 2019

- » as the Native mobile applications & Special Projects UX lead, I managed the design and ensured the successful launch of “Floor with AFC”, a new feature offering the company’s credit line as a form of payment for the core mobile native app “Marketplace”
- » created post MVP roadmap and user testing strategy for “Floor with AFC”, aligning with the overall UX and business objectives and established KPIs with the product owner and Executives
- » conducted Research on latest Material Design & iOS UI paradigms and continue to develop the company Design system (Native iOS & Android apps)
- » created UX recommendation & strategy proposal to improve the Taxonomy & Navigation of the “Marketplace” app
- » drove UX vision, introduced “design-thinking” into all levels of the organization, establish UX process (with the company SAFe coach) and workflow within existing and new scrum teams
- » created Personas & UX Journeys for “Marketplace” and Private label apps for future User Testing initiatives
- » led the discovery and development of User Testing framework for “Marketplace” with the Director of Product & UX Director to ensure the process and structure can be adapted and scaled for different products and teams

### ASSURE GLOBAL GROUP

UX Consultant || Toronto, Ont || May 2018 - Aug 2019

- » conducted Heuristic Evaluation on multiple Native mobile apps to develop a post MVP UX improvement roadmap for the client
- » mentored designers through the Cognitive Walkthrough process and supervised the creation of Interaction Flow maps

### FLIGHTNETWORK

UX/UI Lead & Art Director || Toronto, Ont || Jan 2011 - Mar 2018

- » led the redesign of FlightNetwork version 1.5 & 2.0 with a team of UX designers and front-end developers
- » developed UX principals and a unique combination of UX methods designed to maximize ROI & Conversion optimization
- » oversaw the product/UX conceptualization and development of the User Profile feature and Price Drop Protection program by conducting Surveys, Market scans, Interviews, cognitive walkthroughs and affinity diagrams to ensure the MVP fulfill key objectives set by Executives and Business leads
- » led a team of 2 UX & UI designers on the design and development of a customized white label Flight Search and booking solution for SellOffVacations within 5 business days
- » created yearly estimations, budgets, UX roadmaps and User Testing strategies with Account Executives
- » acted as the brand ambassador by developing the FN Style guide and ensuring all Marketing initiatives, content and UI elements follow the defined guidelines
- » developed User Testing methods and process with Business leads and executives to ensure all UX/UI enhancements and new features are data driven and properly measured
- » planned, managed and mentored designers to ensure that proper allocation of resources, tools and career growth is attainable and realistic

### FREELANCE CLIENTS

UX/UI, Interaction, Art Direction || 2007 - Present

PROJECTS: Flash/Lectora-based e-Learning courses (Toyota, Blackberry, IBM, Ford Canada), Flash & Interactive Web content for Canadian CFO of the year awards (PriceWaterhouseCoopers), New Balance 1500 & 150 Microsites (New Balance Hong Kong & China), Gillette Bodyshaving Flash microsite (Proximity), Direct Response Marketing campaigns (Dell, Bond Brand & Loyalty, Y&R)

### BEDLAM GAMES

Environment & Effects Artist || Toronto, Ont || 2006 - 2007