



# Yikai Chen, UX / UI Designer

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An accomplished designer with outstanding interface performance analysis, project modelling, and mapping skills.

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## Work Experience

TD Bank, [User Experience Designer](#)

Sep 2022 – Current | Toronto, ON

- Utilized design thinking to ideate solutions, resulting in a 30% reduction in development time and a 25% increase in user adoption.
- Experienced UX designer with expertise in research, prototyping, and visual design.
- Developed 5+ high-fidelity prototypes for real products, collaborating with cross-functional teams.
- Designed visual designs for digital products, including discovery tools and metaverse video editors.

Sheridan College, [UX / UI Specialist](#)

May 2022 - Aug 2022 | Oakville, ON

- Conducted stakeholder talks and user research in the film and art industry to identify challenges and pain points.
- Designed and validated workflows and interfaces through iterative design processes.
- Collaborated with multiple roles to drive alignment and create successful solutions.
- Demonstrated a strong understanding of the importance of user-centered design.

HillStone Marble & Granite Inc, [Website Designer](#)

Feb 2020 - Aug 2021 | Mississauga, ON

- Designed and developed Hillstone Marble & Granite Inc.'s website and mobile site as the sole website designer and developer, from initial design to maintenance.
- Successfully increased website traffic to 300 browsing visitors per day by optimizing website navigation, content, and layout.
- Conducted user research and data analysis to identify opportunities for improving the website's user experience and implemented user-centered design strategies.

## Education

Honors Bachelor of Interaction Design [Sheridan Institute of Technology](#)

Sep 2019 – Apr 2023 | Oakville, ON

The Sheridan College Interaction

The Sheridan College Interaction Design program is a 4-year bachelor program that covers all aspects of digital technology engagement, including 2D and 3D design, visual communication, digital media, and human-centered design.

## Additional Experience

### User Experience Design Lead

Jun 2023 – Sep 2023, Enterprise Innovation Team, TD bank

- Spearheaded the UX/UI design for Financial Wellness Radar, a comprehensive financial planning tool aimed at improving customer financial resiliency.
- Led cross-functional teams including Business Analysts, Product Owners, and UX Researchers to align the design strategy with business goals and user needs.
- Innovated the 'Next Best Action' feature, utilizing data visualization techniques to aid users in making informed financial decisions, reducing decision-making time by 25%.
- Conducted iterative usability testing with real users, effectively validating design concepts and gathering valuable insights for feature improvements.
- Developed the user onboarding and data gathering processes to foster trust and easy integration, achieving an 80% successful completion rate in initial testing.
- Implemented user-centric features like 'People Like Me' and testimonials, increasing user engagement and improving the overall trust index by 20%.
- Played a key role in integrating machine learning algorithms to personalize financial advice, contributing to a 35% increase in user satisfaction.

### User Experience Designer

Sep 2022 – Dec 2022, Clever Coin, Waterloo, ON

- Designed a cryptocurrency learning platform from 0-1; responsibilities included user research and testing, interaction design, UI design, and facilitating stakeholder reviews.
- Conducted extensive research on industry-leading design systems, emerging trends, and best practices to inform the creation of a comprehensive and cohesive design language for the organization.
- Actively sought feedback from users, stakeholders, and product teams, leveraging in-sights to iterate and refine the experience, ensuring it continuously met the evolving needs of the organization.

### Digital Specialist

Feb 2020 – Aug 2021, Hillstone Marble & Granite Inc.

- Successfully orchestrated the digital presence of Hillstone Marble, spearheading all aspects of the brand's online identity, including website design, mobile responsiveness, and engaging content creation.
- Established a robust online sales channel, contributing to a remarkable 40k+ in sales within the first year, leveraging strategic digital marketing techniques and an appealing user experience.
- Designed and developed the company's website and mobile site, ensuring a seamless and responsive browsing experience across various devices.
- Pioneered the creation of captivating social media content for Instagram and Homestar platforms, effectively boosting engagement, brand recognition, and customer interactions.
- Crafted a distinctive logo that encapsulated the essence of Hillstone Marble, adding a touch of visual brilliance to the brand's identity.

## Skills

User Research, Wireframing and Prototyping, Information Architecture, Visual Design, Interaction Design, Usability Testing, Design Thinking, Project Management, Communication Skills, HTML/CSS/JavaScript

## Tools

Adobe Creative Suite, Figma, InDesign, HTML, CSS, Arduino, P5JS, JavaScript, C4D, MongoDB

## Languages

English, Japanese, Mandarin