

# Fiona Lai

Product Designer

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[fionalai.com](http://fionalai.com)

## SKILLS

### Design

Design Thinking

Wireframing

Prototyping

Visual Design

Branding & Identity

User Flows

### Software

Figma

Sketch

Abstract

InVision

Adobe Creative

GitHub

Jira

### Coding

HTML & CSS

JavaScript

Python

Java

## EDUCATION

### Western

#### University

B.Sc. Computer Science

/ Sept 2016 – Oct 2020

### Brainstation

User Experience Design

Certificate / Jul 2019 –

Aug 2019

## EXPERIENCE

### Senior Product Designer

Rogers Communications / Jul 2020 - Aug 2023

- Increased average traffic to product pages by 312% and CTR by 235% by strategically redesigning pages for Rogers' Business site.
- Improved design team throughput by creating 15+ high-fidelity and scalable components, contributing to the delivery of a cohesive design system as a key aspect of the Rogers Business redesign initiative.
- Established a seamless purchasing experience by optimizing the user's conversion funnel journey through integrating and enhancing wireless-specific features such as device trade-in and new customer registrations.
- Spearheaded design-thinking and competitive analysis workshop sessions across cross-functional teams spanning business, product, and development.

### Product Designer

Furnishr / Sept 2018 – Aug 2019

- Modernized the digital brand and decreased drop off rate by 20% by designing consistent high-fidelity prototypes, branding, style guides, and visual media.
- Increased team efficiency by 12% through designing and implementing an internal tool to provide users with an all-in-one workflow software to aggregate and prioritize daily backlogs.
- Utilized data-driven insights from Google Analytics to optimize website keywords and content, resulting in a 75% increase in organic search traffic.
- Enhanced customer experience by enabling personalization through defining and routing interaction paths based on different user personas.