

fiona lai

fionaqylai@gmail.com

+1 (647) 717-8658

fionalai.com

EXPERIENCE

Senior Product Designer

Rogers Communications / July 2020 - Current

- Increased average traffic to product pages by 300% and CTR by 200% by redesigning pages for Rogers' Business site.
- Delivered a cohesive design system and increased the design team throughput by creating 15+ high-fidelity and scalable components as part of the redesign initiative.
- Led cross-functional stakeholder requirements gathering across business, product, and development teams by conducting 10+ successful design thinking and competitive analysis workshops sessions.

Product Designer

Furnishr / September 2018 - August 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 independently designing and implementing an internal tool to provide users with an all-in-one workflow software to aggregate and prioritize daily backlogs.
- Enhanced customer experiences by enabling personalization through defining and routing interaction paths based on different user personas.

Marketing Analyst Intern

Furnishr / May 2018 - August 2018

- Strengthened website traffic with social media content by 150% through consistently managing company social media accounts including Instagram, Facebook, and blogging platform.
- Increased organic searches by 75% by optimizing website title tags, meta descriptions, and keywords for SEO and Google Analytics.

EDUCATION

Computer Science

Western University / September 2016 – October 2020

- Relevant Courses: Human Computer Interaction, Multimedia and Communications, Data Structures and Algorithms, Search Engines & Web Data, Visual Packaging, Social Psychology.

User Experience Design

Brainstation / July 2019 - August 2019

- Specialized in user experience fundamentals and produced a case study as the final project.

SKILLS

Software

Figma, Sketch, Abstract, InVision, MS Office Applications, Adobe Creative Suite, GitHub, Jira

Coding

HTML & CSS, JavaScript, Python, Java, SQL

FUN FACT

I am a co-founder of an [ecommerce loungewear brand](#). I enjoy following, creating, and analyzing current product and media trends!