

Fiona Lai

Product Designer

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fionalai.com

SKILLS

Design

Design Thinking
Wireframing
Prototyping
Visual Design
Branding & Identity
User Flows

Software

Figma
Sketch
Abstract
InVision
Adobe Creative Suite
GitHub
Jira

Coding

HTML & CSS
JavaScript
Python
Java
SQL

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, encompassing B2B products.
- Improved design team throughput by creating 15+ high-fidelity and scalable components, contributing to the delivery of a cohesive design system.
- 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 cross-functional design-thinking and competitive analysis workshop sessions, fostering collaboration and user-centricity across business, product, and development teams.

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.