



## Yifei Gao (Kaylee)

### UX designer

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📍 Shanghai, China

I am optimistic, cautious, keen on emerging things, love team work, and have strong learning ability and adaptability. I am proficient in using Figma, Sketch and other design tools for web design and mobile design, and have experience in 0-to-1 design, large-scale redesign, and agile iterations.

## Work experience

### ELEME, Alibaba Group Shanghai, China

Jul 2022 - Present

#### UX Designer

- Responsible for the To-B user experience design of ELEME retail business, and had rich experience in web design and mobile design
- Extracted users' pain points and needs when using the data analysis module through competitive product analysis, user interview and data analysis. Redesigned 7 modules comprehensively to meet the product goal and improve user satisfaction, and solved 72.4% of the user experience problem problems, as well as the module CES score increased by 0.15
- Researched on various types of data visualization charts and outputted design components to ensure the clarity and consistency
- Conducted research on responsive design and its feasibility in the ELEME retail business platforms, and concluded a guide and design specifications to enhance the team efficiency and consistency

### SenseTime Group Ltd Shanghai, China

Oct 2021 - Feb 2022

#### Interaction Design Intern

- Designed and independently developed interactive animations and mobile interaction project that showcase the department uniforms. Along with the publication of the implementation methods to the department's WeChat official account
- Assumed the role of interaction designer of designing a smart refrigerator WeChat Mini Program

### C&A (China) Co., Ltd Shanghai, China

Jun 2020 - Aug 2020

#### Intern Back-end & Function Developer

- Developed an algorithm using Python and SQL to extract product data and improve efficiency in product management
- Completed a user experience upgrade project for the company's HR Department and improved efficiency in employee schedule management

### Shanghai Bestone Co., Ltd Shanghai, China

Jul 2019 – Aug 2019

#### Marketing Intern

- Planned, organized, and presided over Shanghai Yinhang Street Legal Culture Festival and Garbage Classification Knowledge Competition and maintained the competition order
- Assisted in holding legal consulting activities in Shanghai Caohejing Development Zone and a legal salon
- Designed and managed marketing materials with an emphasis on target audiences and user needs
- Increased the event participation rate through digital content

## Education

### University of Waterloo Stratford, Canada

Sep 2021 - Apr 2022

#### Program: Master of Digital Experience Innovation

- Fields of Study: design thinking, UX design, marketing, storytelling
- CGPA: 4.0

### University of Toronto Toronto, Canada

Sep 2017 – Jun 2021

#### Honours Bachelor of Science with Distinction

- Major: Computer Science
- Major: Communication, Culture, Information & Technology
- Minor: Mathematical Science
- Fields of Study: media studies, UX design, HCI, programming, databases
- GPA in final year: 3.93/4.0
- Honour: Mathematical & Computational Sciences Honour Roll for 2020-2021

### Sheridan College Oakville, Canada

Sep 2018 – Jun 2021

#### Certificate in Digital Communication

- Fields of Study: design thinking, web design, design and implementation of multi-media documents

## Skills

### Software

Figma, Sketch, Mastergo, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Microsoft Office, Miro, Notion

### Programming

HTML, CSS, JavaScript, Python, Java, SQL

### Other

Bootstrap, WordPress

### Languages

Mandarin (Mother Tongue), English (Proficient)