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📍 Shanghai, China

# Yifei Gao (Kaylee)

## UX designer

### Education

Sep 2021 - Apr 2022

 **University of Waterloo** Stratford, Canada

Program: Master of Digital Experience Innovation

👉 Fields of Study: design thinking, UX design, marketing, storytelling

👉 CGPA: 4.0

Sep 2017 – Jun 2021

 **University of Toronto** Toronto, Canada

Honours Bachelor of Science with Distinction

Major: Computer Science

Major: Communication, Culture, Information & Technology

Minor: Mathematical Science

👉 Fields of Study: media studies, culture, UX design, HCI, programming, databases

👉 GPA in final year: 3.93/4.0

👉 Honour: Mathematical and Computational Sciences Honour Roll for 2020 - 2021

Sep 2018 – Jun 2021

 **Sheridan College** Oakville, Canada

Certificate in Digital Communication

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

### Skills

#### Software

Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Microsoft Office, Miro, Notion, Unity

#### Programming

HTML, CSS, JavaScript, Python, Java, SQL

#### Other

Bootstrap, WordPress

#### Languages

Mandarin (Mother Tongue), English (Proficient)

### Work experience

Jul 2022 - Present

#### UX Designer

 **Alibaba Group** Shanghai, China

👉 Responsible for the To-B user experience design of Eleme retail business

👉 Conducted competitive analysis, merchant interviews and data analysis to define the user experience problems of the data analysis module of the app, and designed the design draft

👉 Partnered with a UX designer to redesign the order system of Eleme retail app

👉 Researched on various types of data visualization charts and outputted components to improve team collaboration efficiency

Oct 2021 - Feb 2022

#### Interaction Design Intern

 **SenseTime Group Ltd** Shanghai, China

👉 Designed interactive animations and independently completed the development, publishing, and optimization of mobile development project to showcase the department uniforms

👉 Wrote a note on implementation methods of the mobile development project and published it to the department's WeChat official account

👉 Assumed the role of interaction designer of designing a smart refrigerator WeChat Mini Program

👉 Researched various design methods and wrote description documents to effectively improve the understanding of design theory knowledge and improve the work efficiency in the department

Jun 2020 - Aug 2020

#### Intern Back-end & Function Developer

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

👉 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

Jul 2019 – Aug 2019

#### Marketing Intern

 **Shanghai Bestone Co., Ltd** Shanghai, China

👉 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