

# Emily Sin,

## senior product designer

Interaction designer specializing in complex domains and making large datasets in specialized domains accessible; previous experience in the biomedical, manufacturing and human resources spaces, and working with ML and AI.

### EXPERIENCE

#### BenchSci

AUG 2020 - PRESENT | TORONTO, ON

- **Senior Product Designer**

JUN 2021

Designed an entirely new product which was designed and developed in the span of 5 months. Iterated on designs for rapid concept testing in collaboration with a UX Researcher for a newly launched product to achieve product-market fit. Developed a design maturity scorecard to level up the design practice, and currently actively mentoring designers and informing strategic direction as the lead designer on a product.

- **Product Designer**

AUG 2020

Improved number of successful searches on the platform by enhancing search and filtering, owned the process from discovery and user testing to high fidelity designs. Led the design to launch a new reagent on the multi-reagent platform and defined design system principles.

#### Nulogy

SEP 2017 - AUG 2020 | TORONTO, ON

- **Product Designer**

Owned the end to end experience as the sole product designer on two different product teams. Pushed the ecosystem platform to be an early adopter of the design system, unifying the visual design and improving platform consistency. Designed a versioning feature rolled out to 150+ customers. Coded Nulogy's development hiring website and ran testing and interviews on the content and design of the website ([engineering.nulogy.com](http://engineering.nulogy.com))

#### Ultimate Software

SEP 2016 - DEC 2016 | TORONTO, ON

- **UX Designer**

Leveraged insights from collaboration with UX Researchers design a manager dashboard. Simplified complex payroll administration processes and redesigned configuration flows for punch clock software, reducing the number of typing errors.

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[linkedin.com/in/emilysin/](https://linkedin.com/in/emilysin/)  
[github.com/sinemily](https://github.com/sinemily)  
[youtube.com/emilysin](https://youtube.com/emilysin)

### EDUCATION

BASc., Management  
Engineering

University of Waterloo  
SEP 2012 - APR 2017

### SKILLS

Rapid prototyping  
Concept testing  
Design maturity assessment  
User research  
User journey mapping  
Competitive analysis  
Design workshop facilitation  
Design for complex data sets  
Multi-party systems design

### TOOLS

Figma  
Sketch  
Invision  
Abstract  
HTML, CSS, React  
Fullstory  
Heap  
Dovetail  
Whimsical  
Miro/Mural  
Aha  
Jira