

Emily Sin,

product design lead

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EXPERIENCE

BenchSci

AUG 2020 - PRESENT | TORONTO, ON

- **Product Design Lead**

SEP 2022

Developed a design maturity scorecard to level up the design practice. Currently, actively mentors designers and informs strategic direction as the lead designer on a product.

- **Senior Product Designer**

JUN 2021

Designed an entirely new product which was designed and developed in the span of 5 months. Collaborated closely with a UX Researcher on concept testing for a newly launched product to achieve product-market fit.

- **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)

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.

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