vickie yim

WORK

UX/UI Designer @ Canadian Tire Corporation
Remote, September 2020 - November 2023

- Improved operation processes for 500+ retail stores nationwide, with 83% of stores onboarded onto new reporting platform, 1800+ report downloads per week, and active engagement from 43% of stores
- Analyzed 18+ hours of interviews with power users to identify pain points and needs, presenting the findings/insights in a prioritized list to senior management for strategy and feature recommendations
- Redesigned the interface of an internal space planning platform to improve readability/decrease visual overload, and developed a new feature to allow for more control and error prevention
- Presented prototypes with detailed design annotations in Figma and posted the details on Jira board/Confluence page to communicate design decisions and interactions to developers and managers
- Assisted in reviewing portfolios and conducting interviews for design interns, provided weekly design critique to students who joined team

UX/UI Design Co-op @ Canadian Tire Corporation
Toronto, January 2020 - August 2020

- Collaborated with senior management from various teams to develop multiple internal platforms into a product ecosystem/suite
- Created a design system for product ecosystem, using accessibility tools for guidance, to maintain a consistent style across platforms

Freelance Designer @ Reap Technologies
Remote, January 2020 - April 2020

- Analyzed website data, including heatmaps and session recordings, to redesign an optimized layout with improved information hierarchy
- Conducted interviews and usability tests with target user group to collect qualitative research on user needs and behaviours
- Developed a new website in Webflow and performed A/B testing on the home page, showing a 45% increase in user sign up rates

Product Designer @ Reap Technologies
Hong Kong, September 2019 - December 2019

- Collaborated with product manager to rebrand and redesign product with updated design methods and best practices for form design
- Researched industry competitors and interviewed early adopter users and target audience, with tests like 5-second test and guerilla testing, identifying design trends and expectations to support user adoption
- Conducted usability tests on different devices/operating systems and browsers for internal quality assurance tests, working with product manager and developers to fix bugs prior to feature launches
- Produced visual graphics and content, including vector graphics and motion graphics, for interface design and informational materials, to strengthen brand awareness and build trust with users

CONTACT

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EDUCATION

Simon Fraser University
September 2013 - April 2020

- Simon Fraser University, School of Interactive Arts & Technology
- Bachelor's of Science Degree, Concentration in Design (specialized in user experience and visual design, basics of frontend development)

COMPETENCIES

Design Skills
UX Design
UI Design
Prototyping
UX Strategy
Copywriting
Motion Design

Technical Skills
Figma
Illustrator
Photoshop
After Effects
Premiere Pro
Mural
HTML/CSS