vickie yim

WORK

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

I am currently working on an internal platform in an effort to improve efficiency and automation through changes within the corporation. I lead UX design for the project while working alongside many different product owners and stakeholders throughout the organization to incorporate their products to create a holistic solution.

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

At CTC, I am apart of the Roboworks team, which works alongside other teams within the organization to strategize and automate processes in an effort to create more efficient approaches that match the industry's technological growth. Within my design team, I work alongside neuroscientists and behavioural scientists to conduct research and build proposals to present to stakeholders. As the only designer with a UX background on my team, I work alongside many different members on my Automation team and collaborate with other teams across all banners under the organization.

Product Designer @ Reap Technologies
Hong Kong / Remote, September 2019 - April 2020

As a contract Product Designer, and the only designer, I took on the responsibilities of design coordination, copywriting, and software testing at Reap. I worked alongside the project manager and engineering team on each new feature, from implementation to launch. In addition to the projects from my internship, I designed and oversaw the integration of the two products Reap provides into a single platform. I also worked on the website revamp, and through A/B testing of the homepage alone, saw a 45% increase in conversion.

User Experience Design Intern @ Reap Technologies
Hong Kong, June 2019 - August 2019

Reap Technologies is a growing financial technology startup based in Hong Kong, that operates in Hong Kong and Singapore. I worked as their first UX Design Summer Intern, reimagining the way the customers interact with the online platform, as well as creating a design system to help in the process of building a cohesive and consistent design.

CONTACT

vickieyim@outlook.com

+1 778 688 6965

vickieyim.github.io

EDUCATION

Simon Fraser University
September 2013 - April 2020

I hold a Bachelor's of Science Degree from Simon Fraser University's School of Interactive Arts & Technology, where I specialized in user experience and visual design. My design process is guided by empathy, research, and the drive to grow and be part of a discussion for solving complex problems.

COMPETENCIES

Design Skills
UX Design
UI Design
Prototyping
Video Editing
UX Strategy

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