

# vickie yim

## WORK

### UX/UI Designer @ Canadian Tire Corporation

*Remote, September 2020 - November 2023*

I worked alongside two to three other designers on a small design team specializing in internal automation projects, collaborating with other teams within the organization to bring together multiple internal programs into a product ecosystem. The main project I have worked on aims to help consolidate data and streamline the ordering process to be used by the 500+ Canadian Tire retail stores nationwide. I also had a role in upgrading the interface of a custom space planner that combines the intricacies of using store specific data in conjunction with product merchandising.

### UX/UI Design Co-op @ Canadian Tire Corporation

*Toronto, January 2020 - August 2020*

At CTC, I was a part 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 worked alongside neuroscientists and behavioural scientists to conduct research and build proposals to present to stakeholders.

### Freelance Designer @ Reap Technologies

*Remote, January 2020 - April 2020*

Looking to expand my experiences with larger companies, I left Reap's headquarters in Hong Kong, but stayed on as a freelance designer to continue reimagining Reap's future. During this time, I worked on redesigning their website. Using analytical tools in my research, the insights informed my redesign and lead to a 45% increase in conversion rates.

### Product Designer @ Reap Technologies

*Hong Kong, September 2019 - December 2019*

As the first Product Designer, I took on the responsibilities of design coordinator, copywriter, and quality assurance at Reap. I worked alongside the project manager and engineers to test 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 with the marketing team to prepare for the launch of Reap's new, combined product.

## CONTACT

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## EDUCATION

### Simon Fraser University

*September 2013 - April 2020*

I hold a Bachelor's of Science Degree from the School of Interactive Arts & Technology at Simon Fraser University, with a concentration in Design, that is, I specialized in user experience and visual design while also learning the basics of frontend development. I also dabble in some motion graphic design.

## COMPETENCIES

### Design Skills

UX Design  
UI Design  
Prototyping  
UX Strategy  
Copywriting  
Motion Design

### Technical Skills

Figma  
Sketch  
Illustrator  
Photoshop  
After Effects  
Premiere Pro  
HTML/CSS