

Candice Yee

Product Designer

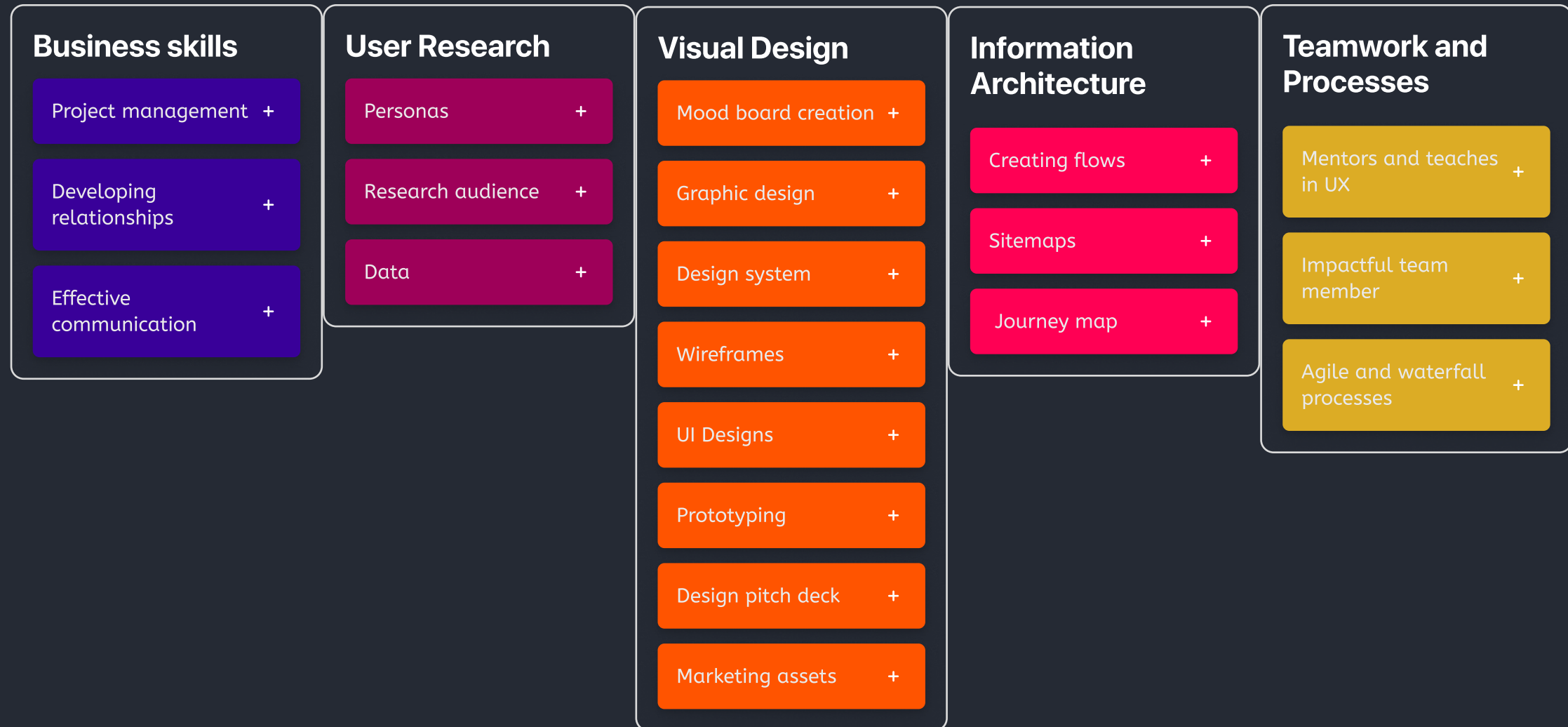
## INTRODUCTION



# Hello

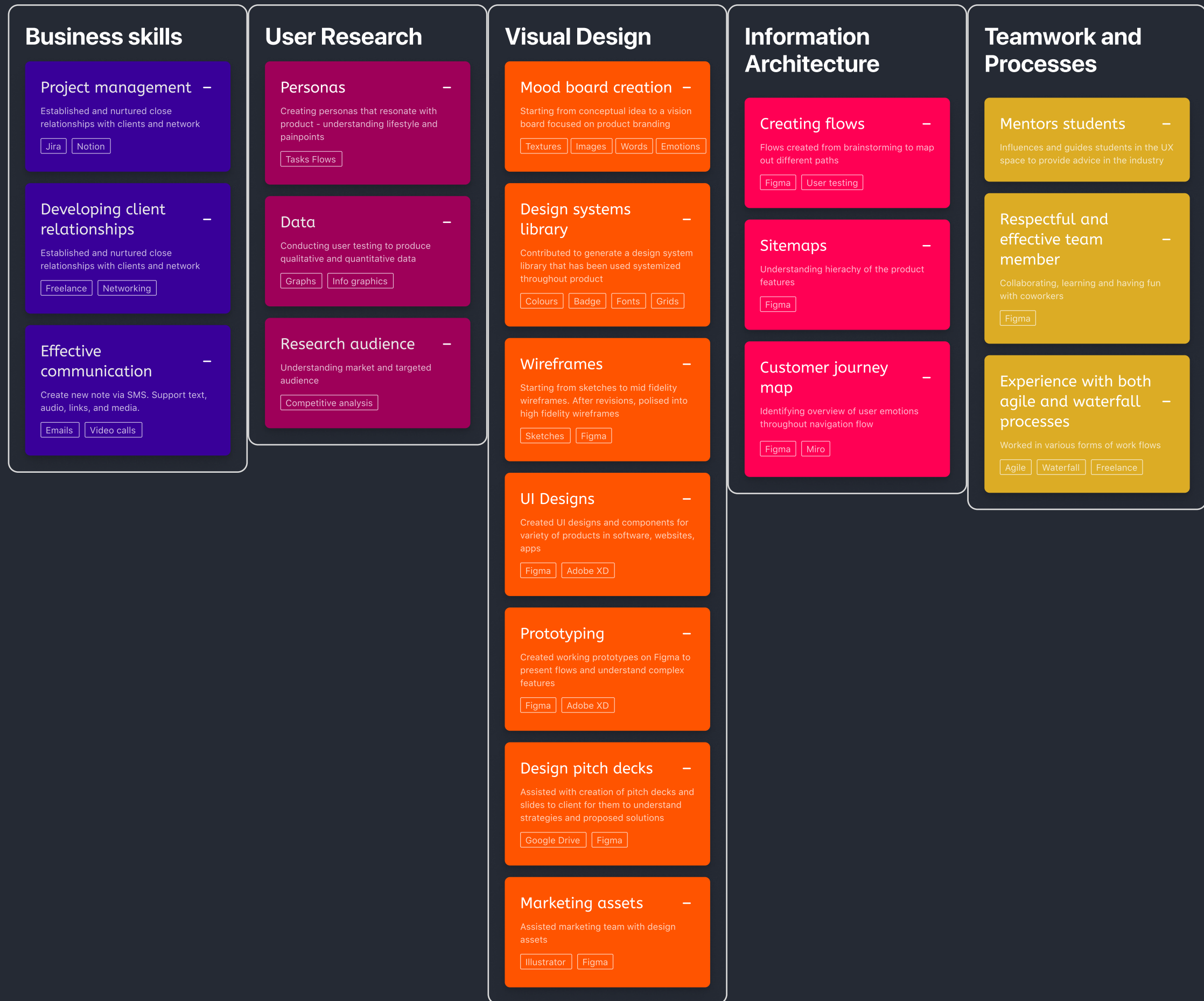
I am a product designer from Toronto, focused on delivering highly engaging, ethical, and simple products in the tech space. I have over 6 years in the digital world creating websites, and marketing assets for a variety of clients including in the e-commerce, marketing and insurance sector.

# INTRODUCTION - T-SHAPED SKILLSETS



For more details [click here](#)

# INTRODUCTION - T-SHAPED SKILLSET EXTENDED



## SKILLS / SOFTWARES



Figma



Google Drive



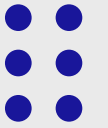
Notion



1

# PROJECT

Clive Software  
(Business Administration  
Software)



# CLIVE

Clive is a pension and benefits software to help automate retirement and benefit programs to support all plan types.

## THE CHALLENGE

The process of transforming a greenfield software product was challenging, ambiguous and unprecedented since there are currently no similar products in the market.

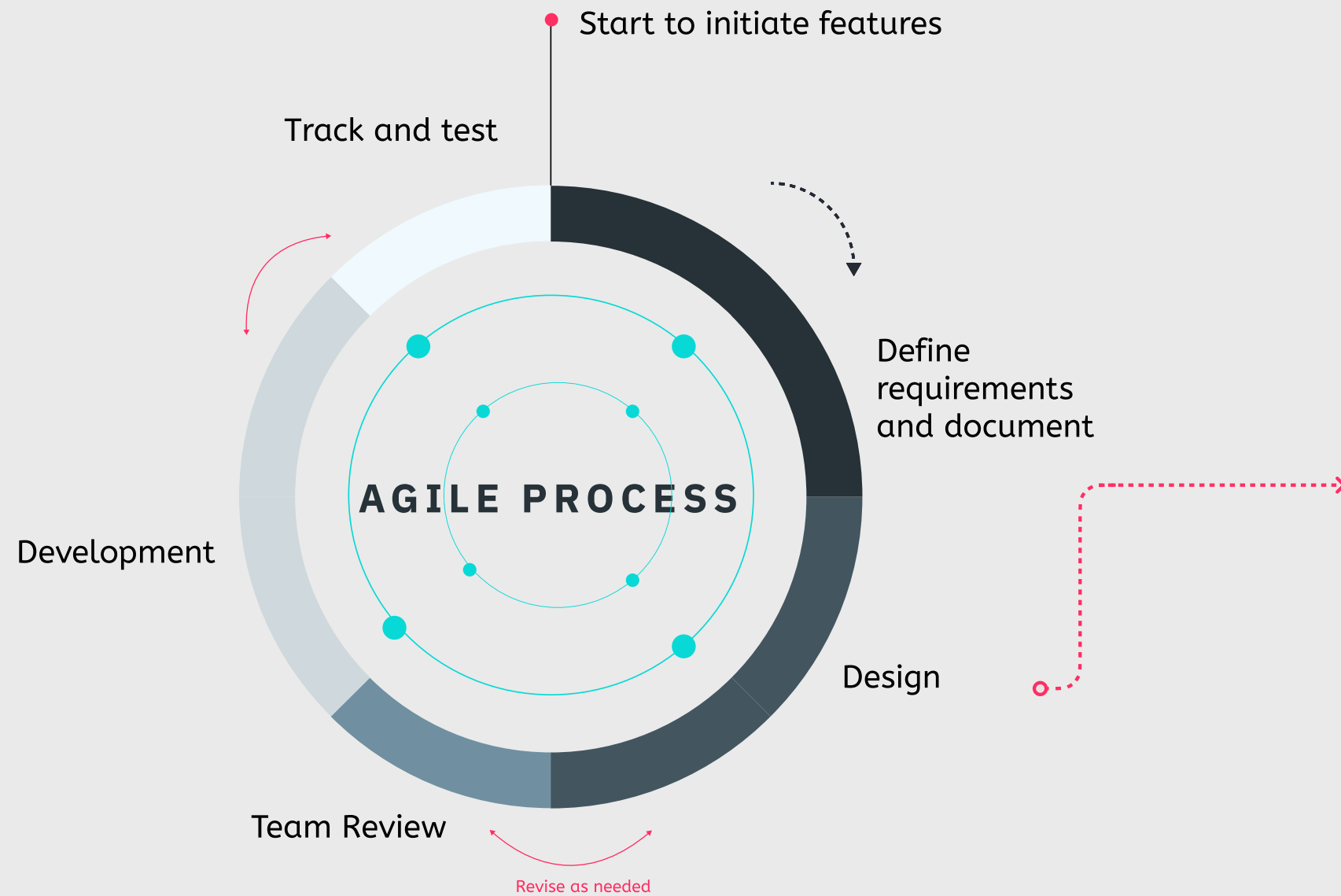


## MY ROLE

My role as the UI designer was to ensure all requirements had a visual mockup to help bridge the business requirements to development stages. Additionally I had to create design libraries to systemize our design language and provide design specs for developers.

# CLIVE SOFTWARE PROCESS

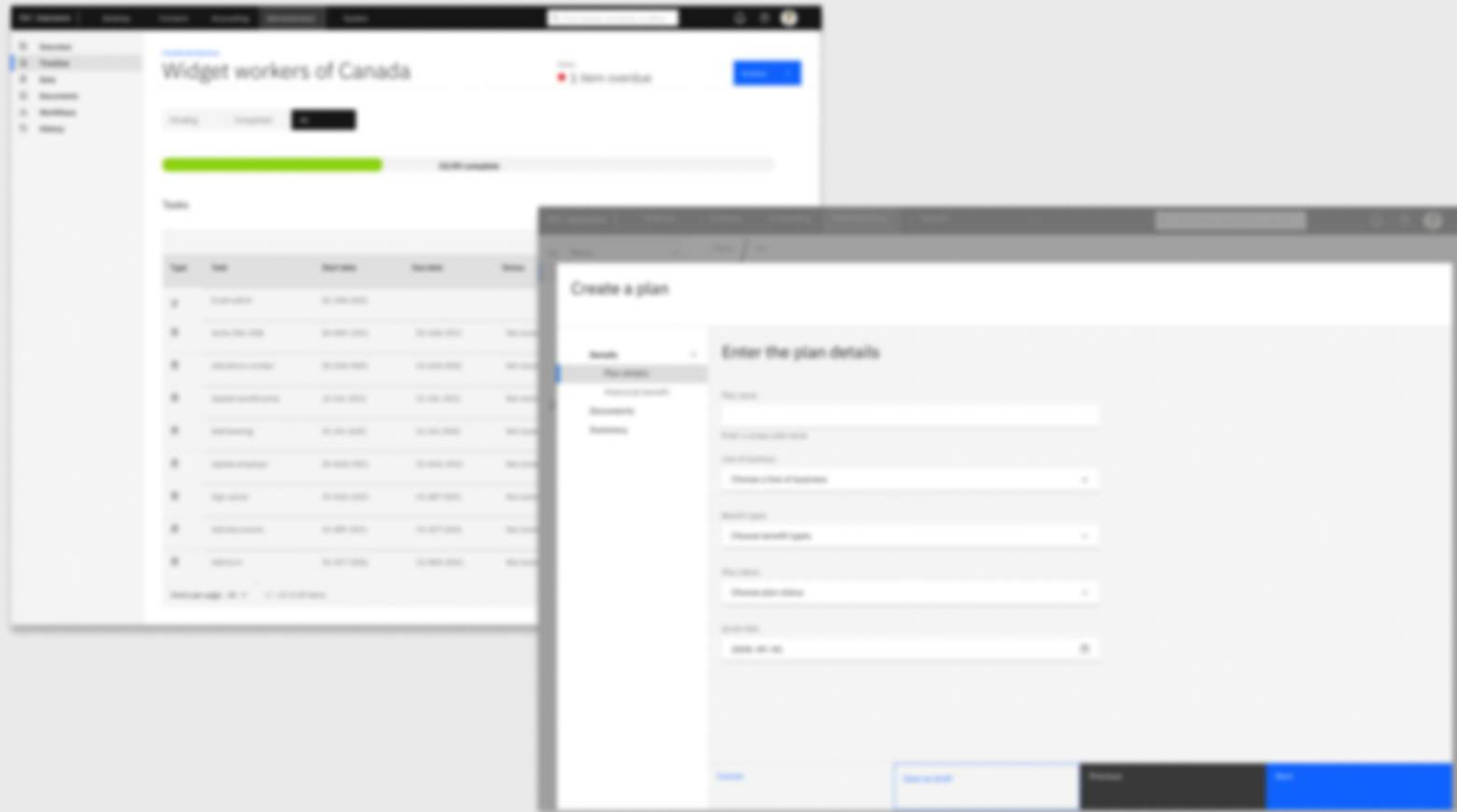
## Agile Process



## Design Sprint

- Daily stand up meetings
- Support for ongoing designs
- Brainstorm with product team on new features
- Iterate constantly within 5 day span on designs and prototypes for cross functional teams review

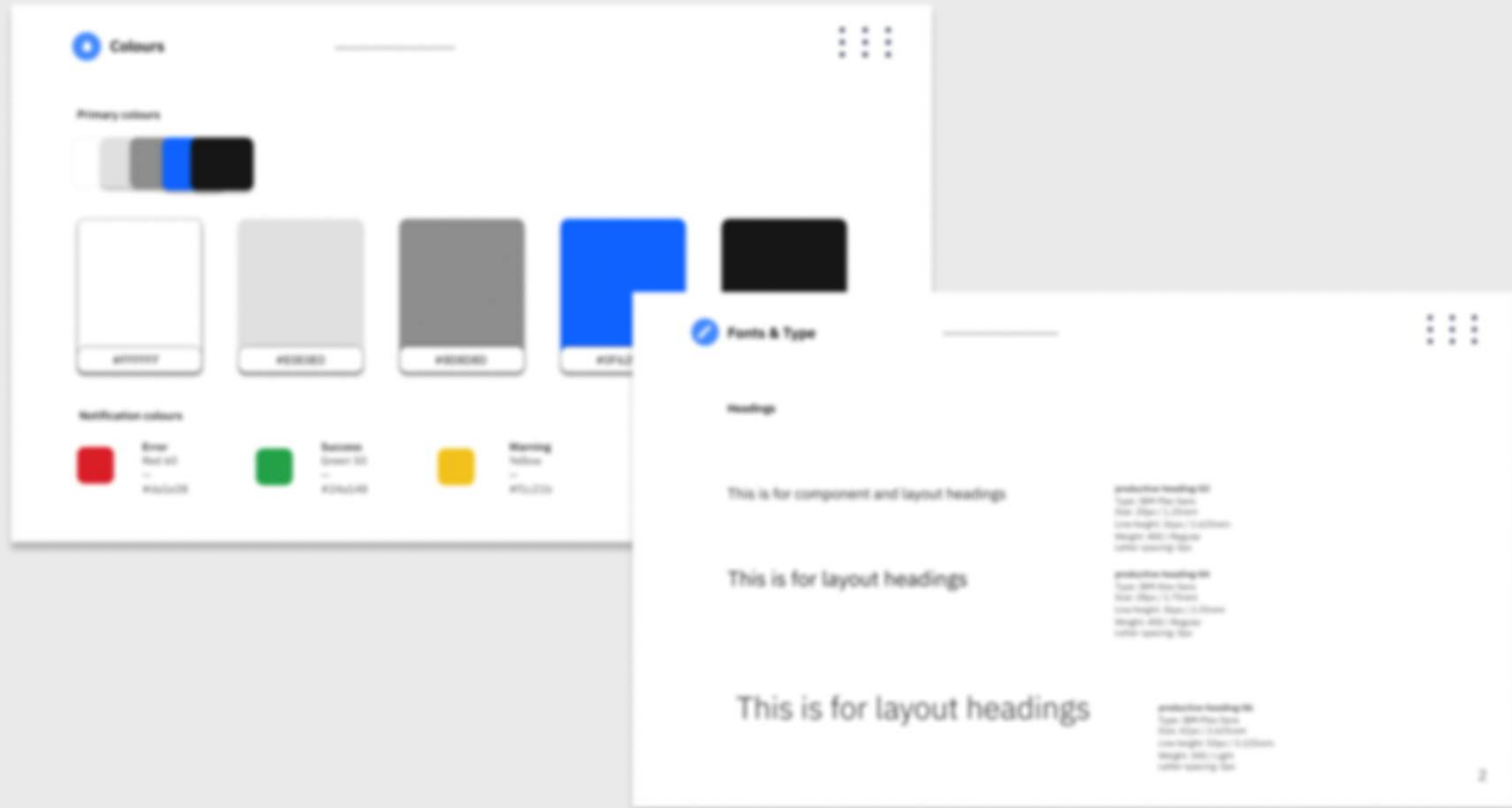
## CLIVE SOFTWARE DESIGNS



Worked closely with product and development team to create mockups based from requirements.

\*Images have been blurred for NDA purposes

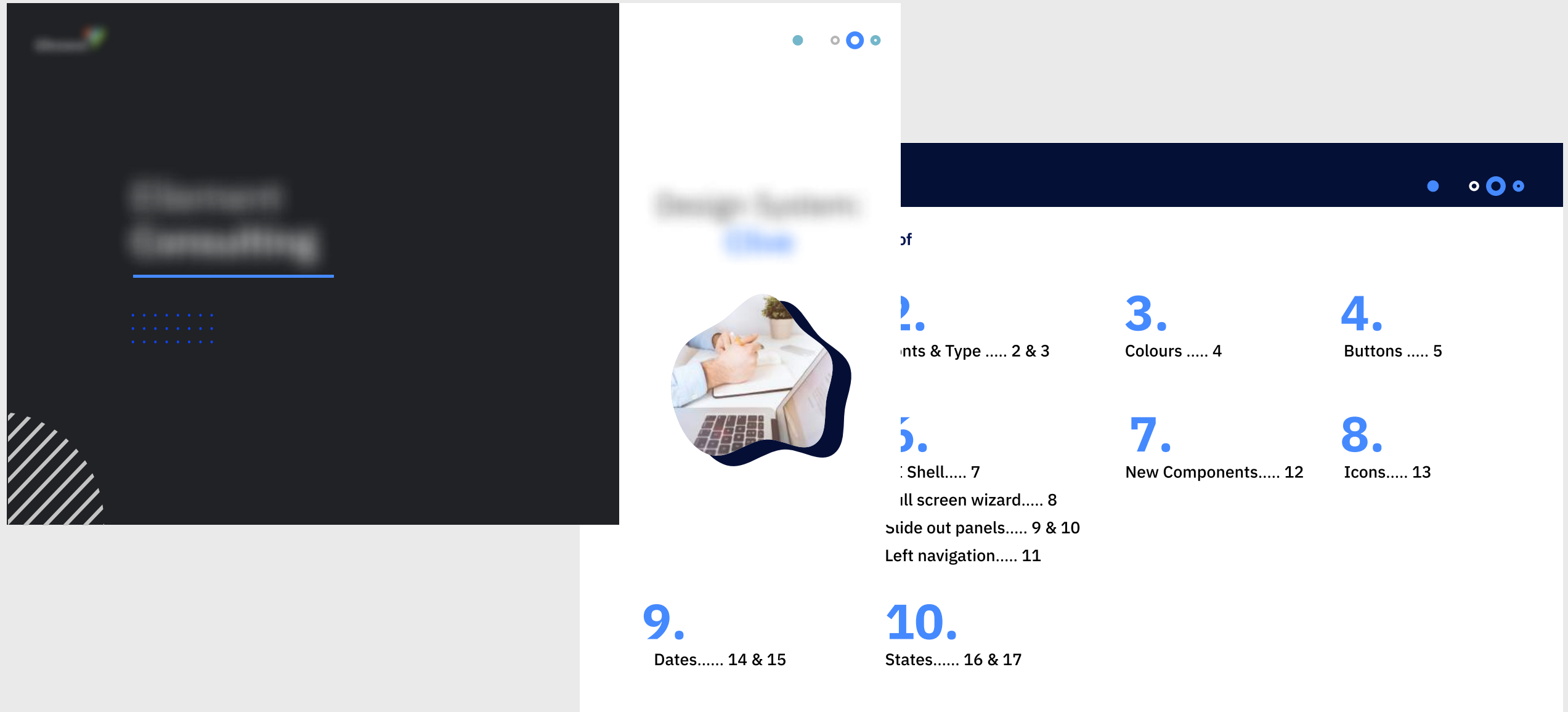
# CLIVE SOFTWARE DESIGN SYSTEM



Created design system library based from IBM carbon.

\*Images have been blurred for NDA purposes

# CLIVE PRESENTATION DECK



Constructed design system deck that has been systemized throughout product and presented.

\*Images have been blurred for NDA purposes

## CLIVE STATS

**220 +** Pixel-perfect screens created

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**200 +** Panels created

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**164 +** Icons documented into the icon library

---

**40 +** Components formatted and documented

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## CLIVE TIME FRAME

# The evolution and major milestones of my role with Clive



September  
**2020**



Constructing design system and presentation decks

Started project



November  
**2020**



Completed design system

Showcased for client and internal team to set standard guidelines



September  
**2021**



Created over 200+ screens over duration

Established visual foundation for phase 1



September  
**2021**



MVP 1 launch

Major internal release to client



October  
**2021**



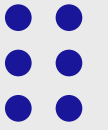
Components and icon library completed

Documents presented to team including instructional Figma tips

A large, semi-transparent, light blue number '2' is positioned on the left side of the graphic, serving as a background element for the text.

**PROJECT**  
Pathforge

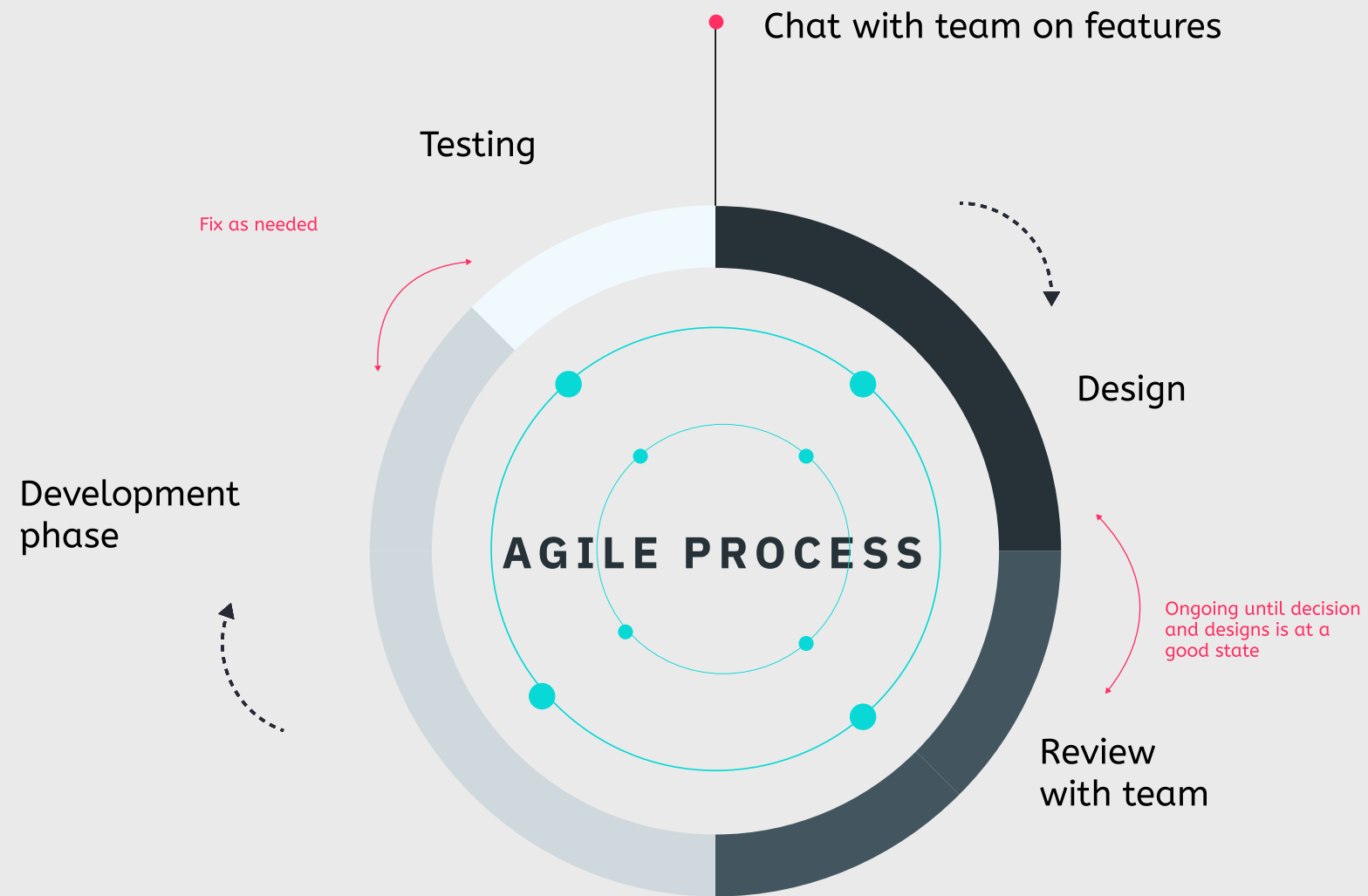




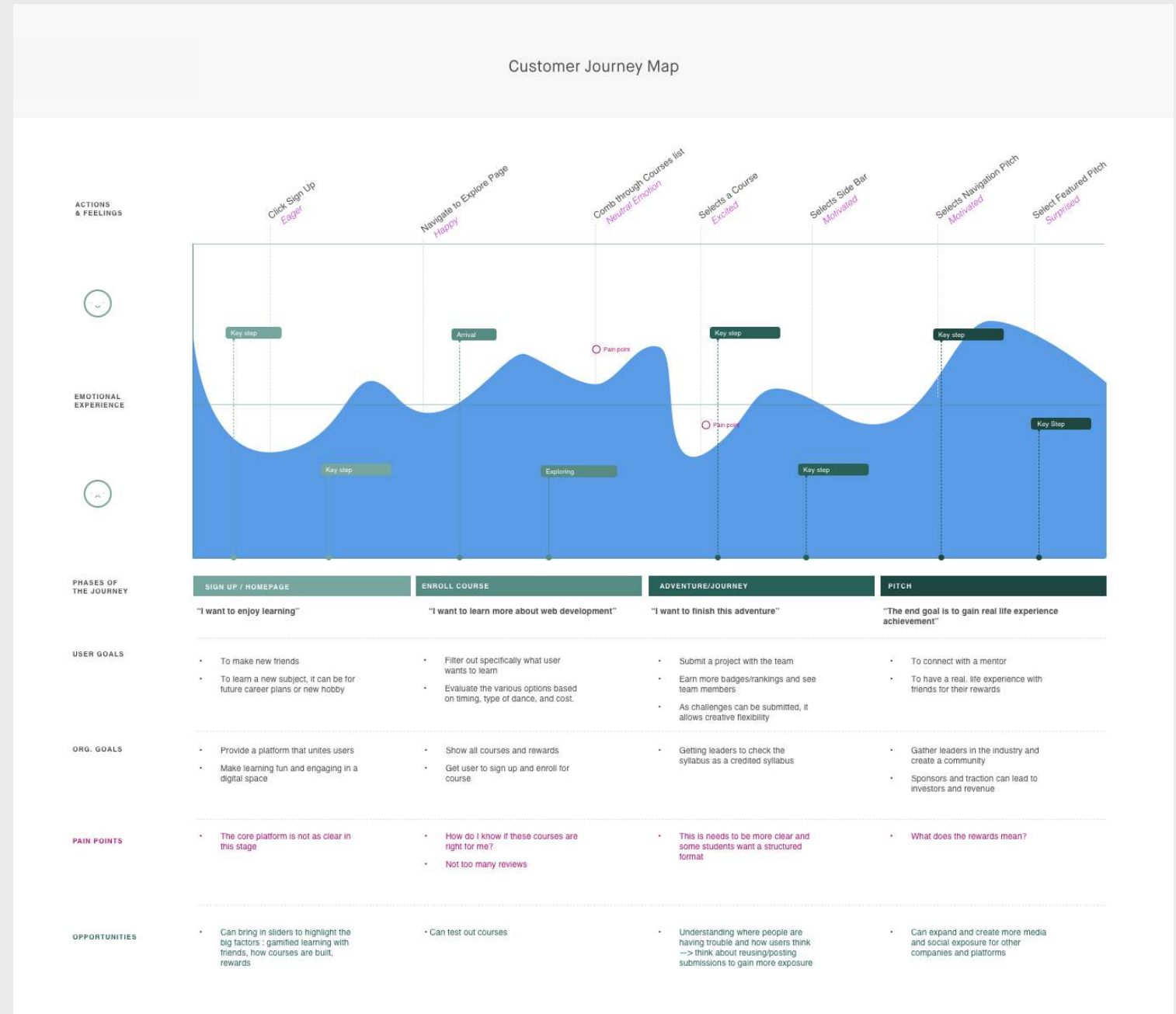
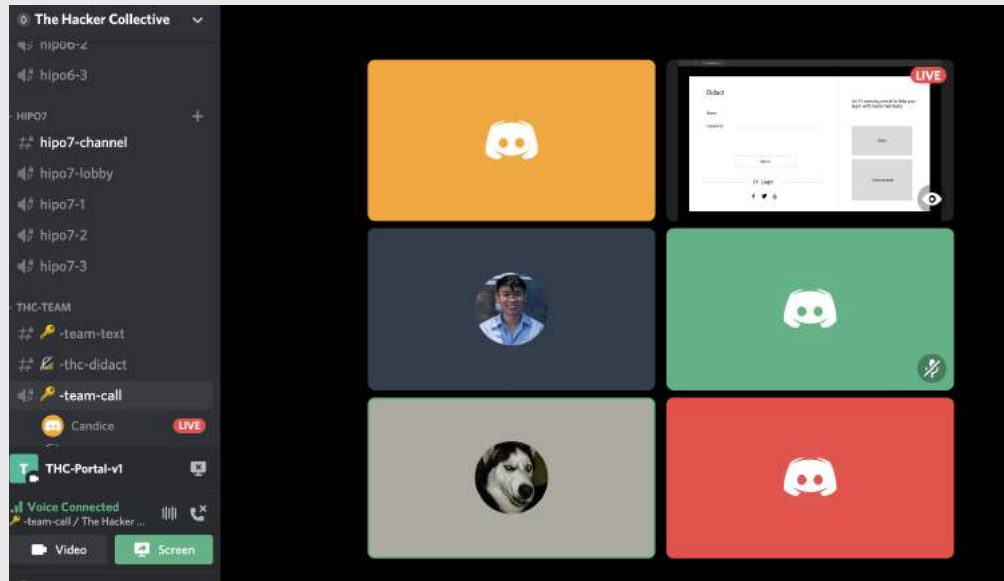
# PATHFORGE

PathForge is a gamified e-learning portal platform that lets users join a community to encourage an engaging team environment to stay motivated.

# Agile Process – Startup workflow

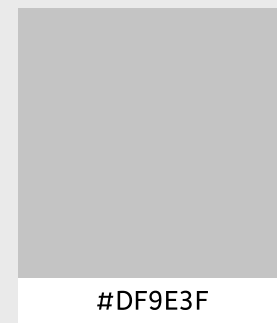
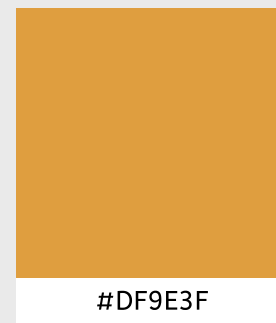
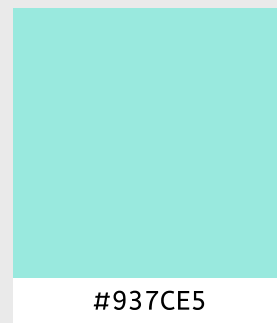
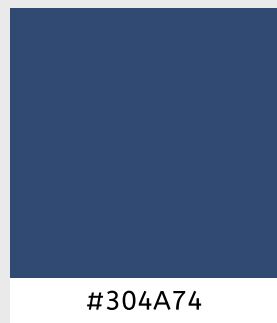
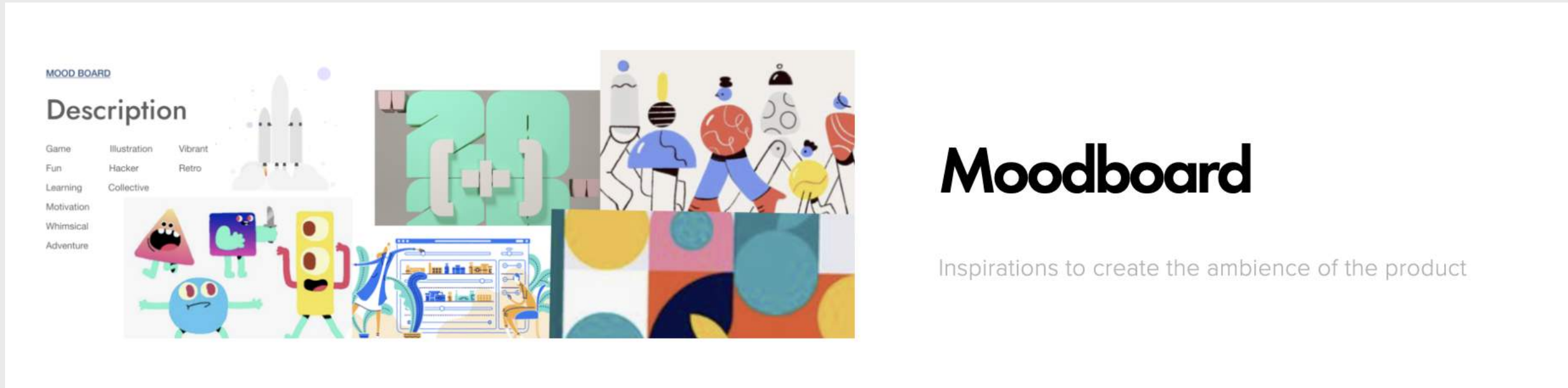


# PATHFORGE USER TESTING



Facilitating user testing via video call. User testing is based on navigational flow and with 2 participants.

## PATHFORGE DESIGN STYLE



Designed the look and feel of the company.

# PATHFORGE DESIGN STYLE

**PRIMARY TEXT**

This is the premise of Didact

**BODY**

The Digital Marketing market faced off against a lot of...  
...to remain competitive in the future. It's a...  
...their competitors are being digital...  
...the competitive advantage of the web. Despite...  
...shaping hundreds of thousands of businesses that...  
...prepare products for the audience, it's not of their...  
...digital marketing skill set. We are looking for...  
...who can help to make digital marketing...  
...regardless of their educational background...  
...Adaptability will surely be great enough to get a...  
...the only successful ones will get an...  
...application using their...  
...COOs from companies like...  
...advertisers, Facebook etc.

Heading	Noto Serif Bold	30
Body	Didact	18

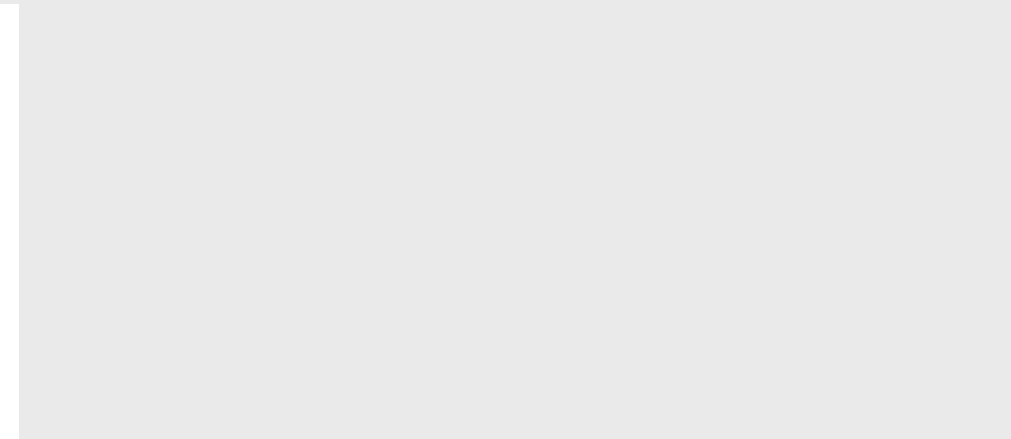
## Type & Font

Enhancing the whimsical feel to the product with a sharp and witty font along with a more serious serif font for headlines

**PRIMARY STYLE**


# JOST

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1233567890



# Logo

Creating a wordmark logo with the space theme mixed with a minimal feel

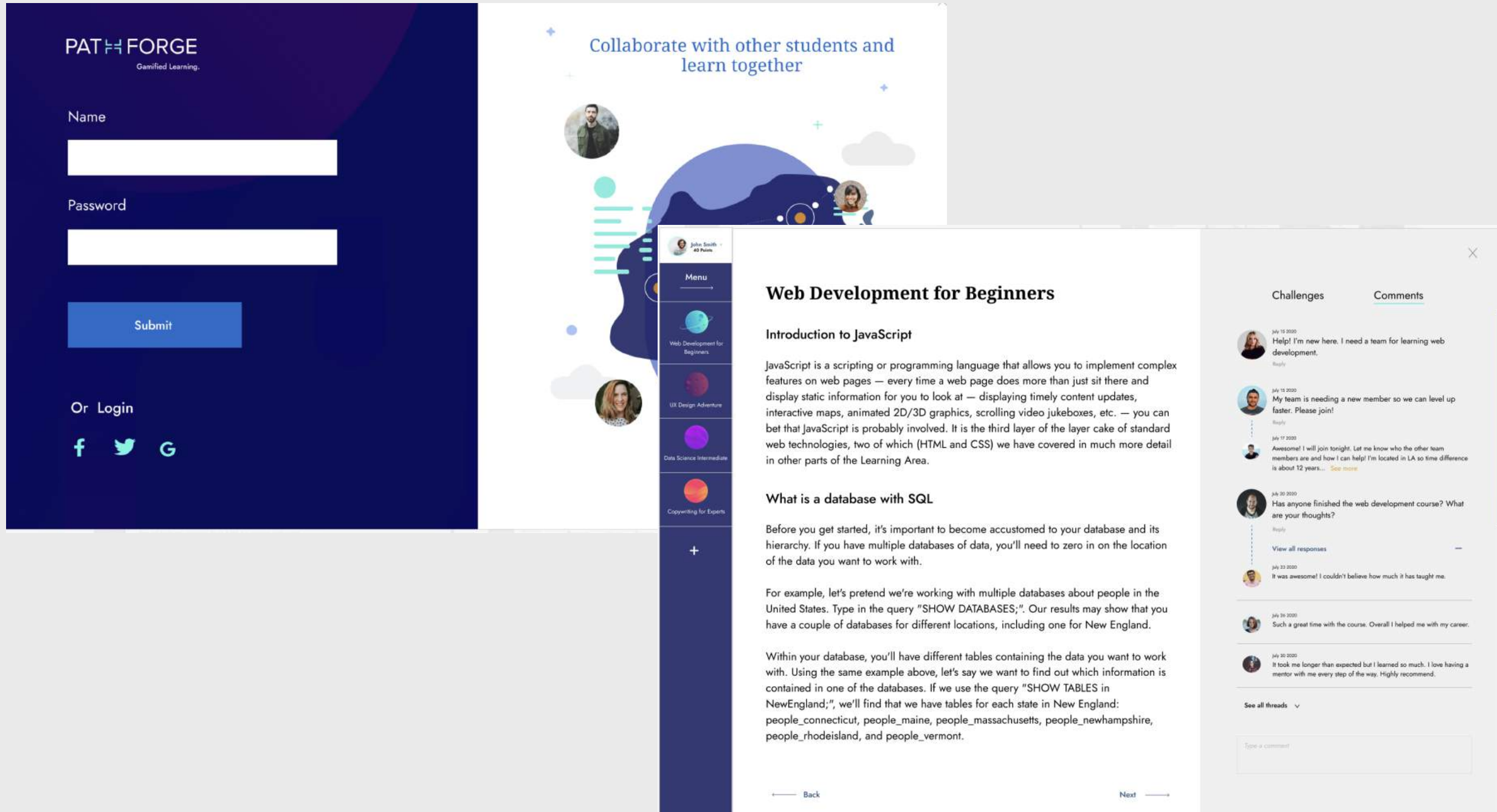


Size: 45 Px  
Kerning: 20

Size: 45 Px  
Kerning: 20

Brainstormed and created font and logo for the brand with team.

# PATHFORGE DESIGNS



Crafted high fidelity mockups that was implemented for development.

## PATHFORGE TIME FRAME

# The evolution and major milestones of Pathforge



April  
2020



Product creation



October  
2020



Soft launch for MVP



December  
2020



Pitched to investors  
in Singapore.  
Funded \$5k to start.



March  
2020



First celebratory  
in-person social  
team meeting.



April  
2021



MVP 2 launch

Started project

Completed all low  
and high fidelity  
wireframes for initial  
phase 1

Position changed to  
mentoring and  
consulting with project

## TESTIMONIALS

# What people are saying

“

“She is very communicative and creative, producing very good work in a timely manner. Client's satisfaction was her top priority during the entire project. I would highly recommend her if you want to have a great UX/UI designer in your team.

Valentin, PM

“

She is very responsive and easy to work with, always being passionate about design and capable of bringing great design concepts to life.

Sabina, Designer

“

As well as being a dependable UX/UI designer, Candice has a strong work ethic, works really well with her colleagues, she's adaptable and eager to expand her skills and experience.

Jonathan, Executive Creative Director



**THANK YOU!**

