CANDICE YEE

Designing for users pixel by pixel

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Profile

An award winning product designer with 8+ years in the tech industry creating products and platforms with intuitive experiences, while aligning crucial business needs and requirements

Technical Skills

Sketch	Figma	Trello	Hotjar
Adobe CC	Atlassian	Slack	Teams

Work Experience

Careerfoundry
November 2020 - Present   ● **Toronto, Remote**
Mentor for UX bootcamp

- Worked closely with students to ensure their course work is up to par with industry standards in the UX space and they are job ready by the end of the course
- Provided guidance and feedback with mentor calls and video recordings as well as curated resources to further student education
- Mentored and taught at least 25 students who have successfully graduated from the course

Norima Consulting
September 2020 - Present   ● **Toronto, Remote**
Product Designer (Project Based)

- Collaborated closely with the design team to gather requirements and design pixel perfect mockups based from feedback on Figma in an agile workflow. Prototypes designed and presented to clients after
- Presented and designed personas and user flow deck for major banking clients in demos
- Initiated the start of design systems from scratch to ensure consistency throughout design process in each project and taught the UX team components and major system features
- Spearheaded a new workflow in organizing and structuring files in Figma to wider team
- For the Clive project: 220+ screens, 40+ components, 164 icons were created and documented in the design library

PathForge
April 2020 - January 2021   ● **Kuala Lumpur, Malaysia**
Product Designer (Project Based)

- Worked with team members on developing a gamified e-learning portal for desktop application
- Led the team with best UX practices on usuability, functionality and experience to be implemented into wireframes
- Assisted with the pitch deck by creating the personas, user flow and content about the application
- Conducted user research (moderated, A/B testing, surveys) to gain feedback to design a better user experience

Lion & Lion
August 2019 - January 2020   ● **Kuala Lumpur, Malaysia**
UX Lead (Contract)

- Led the company to assist with user experience strategies in pitches and projects including clients Tropicana, Pentai Gleneagles Hospital, SK Magic, Nimbus 9 and more
- Worked in a client facing role as a UX strategist to help the team pitch decks to clients
- Designed mockups from UX ideation to high fidelity mockups with tight deadlines
- Mentored graphic designers to enhance their designs with a focus on design thinking and creating the best usuability experience for clients

Snooze
UX Executive (Contract)
September 2018 - March 2019   🟠 Melbourne, Australia

- Created new responsive redesigns of current pages to convert more sales based on user testings
- Led as an art director with a design team to create creative assets on the homepage. One of the campaigns led to the biggest sales revenue in Snooze history, exceeding more than 10 K/day more than last years campaign
- Responsible for all content and data displayed properly onto the website; all products were streamlined into Shopify e-commerce platform

Self - Employed
Freelance Designer
November 2015 - Present   🟠 Toronto, Canada & Remote

Yoodle   November 2015 - March 2016 - Redesigned in 2021

- Designed a travel app that connects people and places catered to mutual interests and events
- Reached out to industry advisors and mentors from Startup York Region and Venture Labs to initiate business plan
- Tested out prototype using Lookback from Invision to get valuable user feedback to help perfect next iteration

4D Design Studio   April - June 2017

- Designer for YMCA social media campaigns - Facebook and Instagram, resulting in 28% increase of new users
- Assisted with brainstorming and wireframes for Clarion Medical Technology

Happy Home   October 2017 - December 2018

- Won an award for a hackathon Blueprint Housing York Region which helps implement secondary suites to lower income tenants and landlords living in the Greater Toronto Area (GTA)
- This resulted in mentorship and incubator space at Venture Labs and the IBM building
- Created a proposal for York Region to implement new idea
- Established a close partnership with Housing Help Center to incorporate their needs in relations to the platform

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Achievements

Design Thinking IBM Practitioner
2020

York Region Blueprint Hackathon Award
2017

Voted Top Prototype for IDEO Design Thinking
2015

Volunteer Work

Judge
January 2021   🟠 Online

- Served as a judge for HTNE Beyond, one of the biggest hackathons in North America. Focus was on projects and prototypes in AR, UX Design and Healthcare applications

Cofounder & Host
June 2019 - June 2020   🟠 KL, Malaysia

- Generating a community of over 200+ members for Kuala Lumpur UX/UI Design Meetup Group which connects tech enthusiasts to explort UX/UI industry with meetups, valuable content and digital channels

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Education

University of California, San Diego 2017 - 2019
Interaction Design (Online)

York University 2006 - 2011
BA Communications Studies

Centennial College 2013 - 2014 (GPA 3.84)
Post-Diploma Interactive Digital Media

IDEO Design 2015
UX Health Project voted top prototype in class

Formal Training at Red Urban Agency 2014
Mentored by Lead UX Designer while pitching resdesign for Drake General Store