



Kay Chen product designer

kaydoesUX.com

6 years as a UX professional working on products, conducting research, & growing as a designer.

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Experience

Lead UX/UI Designer @ IGM Financial

Toronto, Nov 2022 - May 2024

- Defined and led UX strategy for digital marketing, establishing design standards to drive efficiency, and **reducing author friction by 45% and development time by 30%**
- Developed a governance process for 2 design systems; influencing our product strategy to focus on the holistic CMS vs. delivery of campaign-driven landing pages
- Grew and mentored a team of 5 happy and dedicated UX/UI designers :)

Senior UX/UI Designer @ IGM Financial

Toronto, June 2021 - Nov 2022

- Initiated and led the documentation for IG's design system, resulting in an **80% reduction in wireframe time** for CMS pages and client portal features
- Supported PMs in driving stakeholder alignment with design scope consultation
- Led the design of Public Sites' AEM components and templates to ship PWM (a private wealth micro-site) and IG Insights redesign (a content marketing hub)
- Mentored designers in workshop facilitation, UI QA, and moderated testing methods

UX/UI Designer @ B2Sign

East LA, April 2020 - Sept 2020

- Led UX/UI design on our B2B and B2C e-commerce web platforms as the sole designer for 2 agile teams with an SEO specialist, 7 developers and 2 PMs
- Solved end-to-end UX problems in our product systems from an inventory restructure initiative to redesigning our product and category pages to optimize CX

UX Research Analyst @ Ticketmaster

Hollywood, Oct 2019 - April 2020

- Conducted usability testing and generative research for designers to inform Ticketmaster.com's products, and presented findings to product stakeholders
- Designed and led the Video Fan Journey study which captured insights from user segments, and presented to Marketplace product teams
- Redesigned and scaled the team's data visualization for research reports

Education

UCLAx

2018 - 2019 Certificates

User Experience

Design Communication Arts

University of Toronto

2011 - 2015 Honours B.A.

Cognitive Science

Visual Studies

Skills

Product Design

UI / Interaction Design

UX Research

Usability Testing

Prototyping

Systems Design

UX Strategy

Design Operations

Storytelling / Demo

Workshop facilitation

X-team Collaboration

Mentoring

Agile

Scrum / KB

Jira

Notion

Zeroheight

Storybook

Figma

Adobe CC

Sketch

InVision

Procreate

HTML/CSS