Tina Wei

Work Experience

TripArc, Senior UX Designer

Dec 2023 - Present

- Delivered designs for quick wins on legacy product within 8 weeks of joining.
- Leading discovery on redesign of SaaS tool for travel professionals to be more profitable and efficient in creating personalized travel experiences for their clients.

Lululemon, Digital Product Designer (Contract)

January 2023 - December 2023

- Led the reinvention of size and fit experience to build customer confidence in size selection.
- Supported A/B tests, quickly adapting to user feedback.
- Led user interviews and worked with senior leadership to define UX vision and strategy for our immediate roadmap.

TELUS Digital, Senior Product Designer (Contract)

June 2021 - December 2022

- Led the end-to-end design for Internet and TV self-serve experience averaging 1.38M transactions a month.
- Instructor for the Junior Designer Program. (Design system & A11y)
- Focused on creating scalable solutions. Increased page conversion for internet product by 71%.

ThoughtWire, Product Designer

October 2020 - June 2021

- Led experiences across iOS, Android and web for ThoughtWire's smart residential, and healthcare products as one of two designers.
- Built the experience for smart residential product from scratch. Managed internal and external stakeholders to define the problem space and led user research to optimize our experience.
- Initiated a platform level design system for reusable components and create consistency across all products.

Ceridian, Product Designer

May 2019 - October 2020

- Created end-to-end design for Learning and HR features for the Dayforce web application, improving customer satisfaction.

GALE Partners, UX/UI Designer

July 2017 - March 2019

- Designed and shipped responsive experiences for multiple international clients. (BMO, Mackenzie Investments, BMW)

Contact

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Education

June 2017 - University of Waterloo

Bachelor of Global Business and Digital Arts

Awards

February 2021 - ThoughtWire

ThoughtFul Award for Collaboration

March 2022 - TELUS Digital

BRAVO Award for design support on internet rate plan change journey

Skills

Interaction:

Information Architecture
Wireframing
System mapping

Visual:
High fidelity designs
Prototyping

Research:

Exploratory research
Research planning
User interviews
Usability testing