

Yichen Shen

Product/UX/UI Specialist

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EXPERIENCE

Royal Bank of Canada, Canada — *Senior Product/UX/UI Designer*

NOV 2022 - NOV 2024

In my role as a Senior UX Designer at RBC, I led the design of various projects across different lines of business, including insurance, investment, BFS, loans, mortgage and Enterprise.

I collaborated with a talented team to solve technical and design challenges, while also organizing team lunches to foster a positive work environment.

- I spearheaded the design of the universal locator tool for RBC insurance, driving its successful public launch.
- Designed the RBC health care public site for the investment team, leading to a highly successful campaign.
- Volunteered as a mentor for Western Design Thinking Mentors at Western University.

DaisyShen Studio Inc, Canada — *Founder/Product/UX/UI Specialist*

I have been working as a Founder and Product & UX & UI Design Specialist at DaisyShen Studio Inc. in Toronto, Canada Area. My role involves designing user-centered digital products for clients in various industries such as government, SASS, online education, social media, telecom, fintech, and NGO sectors. I have created design systems, managed dashboards, developed visual designs, conducted user research, and provided

creative problem-solving solutions for project management.

Ministry Of Transportation Ontario, Canada — *Senior UX Designer*

NOV 2021 - MAY 2022

- As Lead and Senior Product Designer at the Ontario Ministry of Transportation, I played a key role in designing the MLTSD Inspector Solution. I led the analysis of product pain points, conducted user research, and created prototypes based on the Ontario design system. Collaborating with team designers and stakeholders, I ensured user feedback was incorporated for continuous improvement. I also mentored and managed junior designer on the team. Running design review meetings

Inorsa Inc, Texas, USA — *Senior Product Designer and Product Manager (Remote)*

OCT 2021 - DEC 2021

In my role as a Senior Product Designer at Inorsa, Inc., I led the redesign of the telecom software platform, focusing on dashboard design, hi-fi prototype design, and information architect design. Working closely with the project manager and shareholder, I ensured the successful implementation of the new system.

SweatPals, Texas, USA — *Lead Product/UX Designer and product manager(Remote)*

AUG 2021 - OCT 2021

As the first Lead Product/UX designer at SweatPals, I lead the design of a mobile app connecting fitness enthusiasts to events and communities. Working alongside the CEO, I crafted a comprehensive style guide, designed a captivating logo, and created interactive prototypes to enhance user engagement and drive marketing efforts.

—More work experience:

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SKILLS

Software

Figma/Sketch

Adobe Creative Suite Photoshop

Zeplin

Invision

Miro Board

Google Slides/Analytics Jira/Slack/Asana/Trello

Programming

HTML/CSS

JAVASCRIPT/JQuery AJAX/JASON

Github/Git

Bootstrap

Methodology

Prototyping

Wireframe

User Interface Design

User research/Persona Storytelling

Information Architecture Material Design Principle

User Flow

Style Guide Design

System Design

Visual Design

Case Study

Design Thinking

A/B Testing

Mentor/Leadership

AWARDS

2018-Semi Finalist of ADAA (Adobe Design Achievement Award)

MENTORSHIP

2023-Royal Bank of Canada Design Thinking Program at Western University

LANGUAGES

English, Chinese (Mandarin)

EDUCATION

Anglia Ruskin University, United Kingdom
— Illustration (Picturebook)

2024 Summer course

Sheridan College, CANADA
— Web Design/ *Post Graduate Certificate*

2017 - 2018

Sheridan College, CANADA
— Interactive Media Management / *Post Graduate Certificate*

2016 - 2017

Dalian Polytechnic University
— Bachelor degree of *Digital Media Art*

2009 - 2013