

# Yichen Shen

Product/UX/UI Specialist

Linkedin

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## EXPERIENCE

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

With 9 years experience in the design field, I have been working with a variety of clients designing the user centered digital product for their digital services.

Fields include government digital service, SASS, online education, social media, telecom, finance, NGO etc.

- Creating design system
- Dashboard design, system management design
- Visual design (such as logo, graphic, typography, branding)
- Information architecture and Infographic design
- GUI and interactive prototype design
- Project management
- User research and analysis
- Creative Problem Solving
- Business Analysis and Development

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

NOV 2021 - MAY 2022

- Lead product designer for the MLTSD (Ministry of Labour, Training and Skills Development) Inspector Solution.
- Brainstorm and analysis the product pain points, make the storyboard based on the user behavior and scenarios
- Conduct user research and user interview.
- Create design system based on ODS (Ontario design system)
- Creating the low-fi to hi-fi prototype for the product.

## AWARDS

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

## LANGUAGES

English, Chinese (Mandarin)

## SKILLS

### 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

- Get feedback from the users and the team, then continue iterating the prototype
- Collaborate closely with other team designers, shareholders, PM and the development team.

### **Inorsa Inc, Texas, USA**

— *Senior Product Designer(Remote)*

OCT 2021 - DEC 2021

Redesigning their telecom software platform based on the old system, the tasks involving dashboard design, hi-fi prototype design, information architect design.

Working closely with the project manager and the shareholder.

### **SweatPals, Texas, USA**

— *Lead Product/UX Designer(Remote)*

AUG 2021 - OCT 2021

SweatPals is a health sport/online social based startup tech company in Texas. It's a mobile app which want to connects users to fitness events and communities

As the 1st designer for the project, I was responsible for designing the project from scratch. I worked closely with the CEO.

The tasks involve: user research, style guide, logo design, prototype design, interactive prototype design, marketing related design.

## **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

More details about my work experience as well as my overseas work experience:

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**Beable Education, USA**  
— *Product/UX Designer(Remote)*

JUL 2020 - AUG 2020

**Holocube North America, CANADA**  
— *Product/UX Designer(Hybrid)*

JAN 2020 - MAR 2020

**Plan International Canada, CANADA**  
— *UX/UI Designer and developer*

NOV 2018 - JUN 2019

**Clear Spider, CANADA**  
— *UX/UI Designer and developer*

OCT 2018 - MAY 2019

**UX Designer/Researcher Assistant, CANADA**  
— *Sheridan College*

OCT 2017 - OCT 2017

## EDUCATION

**Sheridan College, CANADA**  
— *Web Design Degree*

2017 - 2018

**Sheridan College, CANADA**  
— *Interactive Media Management Degree*

2016 - 2017

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

2009 - 2013