

# vickie yim

## WORK

### UX/UI Designer @ Canadian Tire Corporation

*Remote, September 2020 - November 2023*

- Improved operation processes for 500+ retail stores nationwide, with 83% of stores onboarded onto new reporting platform, 1800+ report downloads per week, and active engagement from 43% of stores
- Analyzed 18+ hours of interviews with power users to identify pain points and needs, presenting the findings/insights in a prioritized list to senior management for strategy and feature recommendations
- Redesigned the interface of an internal space planning platform to improve readability/decrease visual overload, and developed a new feature to allow for more control and error prevention
- Presented prototypes with detailed design annotations in Figma and posted the details on Jira board/Confluence page to communicate design decisions and interactions to developers and managers
- Assisted in reviewing portfolios and conducting interviews for design interns, provided weekly design critique to students who joined team

### UX/UI Design Co-op @ Canadian Tire Corporation

*Toronto, January 2020 - August 2020*

- Collaborated with senior management from various teams to develop multiple internal platforms into a product ecosystem/suite
- Created a design system for product ecosystem, using accessibility tools for guidance, to maintain a consistent style across platforms

### Freelance Designer @ Reap Technologies

*Remote, January 2020 - April 2020*

- Analyzed website data, including heatmaps and session recordings, to redesign an optimized layout with improved information hierarchy
- Conducted interviews and usability tests with target user group to collect qualitative research on user needs and behaviours
- Developed a new website in Webflow and performed A/B testing on the home page, showing a 45% increase in user sign up rates

### Product Designer @ Reap Technologies

*Hong Kong, July 2019 - December 2019*

- Collaborated with product manager to rebrand and redesign product with updated design methods and best practices for form design
- Researched industry competitors and interviewed early adopter users and target audience, with methods like guerrilla usability testing, to identify design trends and expectations to support user adoption
- Conducted internal usability tests on different devices/operating systems and browsers for quality assurance, working with product manager and developers to fix issues prior to feature launches
- Produced visual graphics and content, including vector graphics and motion graphics, for interface design and informational materials, to strengthen brand awareness and build trust with users

## CONTACT

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## EDUCATION

### Simon Fraser University

*September 2013 - April 2018*

- Simon Fraser University, School of Interactive Arts & Technology
- Bachelor's of Science Degree, Concentration in Design (specialized in user experience and visual design, basics of frontend development)

## COMPETENCIES

### Design Skills

UX Design  
UI Design  
Prototyping  
UX Strategy  
Copywriting  
Motion Design

### Technical Skills

Figma  
Illustrator  
Photoshop  
After Effects  
Premiere Pro  
Sketch  
HTML/CSS