Location: Vancouver, BC

UI/UX Designer
Visual Designer

Ying Lai

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https://www.yingdesign.net

Bē https://www.behance.net/yinglaidesign

PROFESSIONAL EXPERIENCES

Qrated Studio Inc.

Now
May 2022
Vancouver

Founder & Product Designer

- Initiated the project to design a safe and affirming mobile app from 0 to 1, which supports LGBTQ2+ solving their anxieties about sexuality & self-identity.

- Aimed to build a programming-ready prototype by 8 user interviews & 3 user testing.

Northwest Territories Tourism

Apr. 2022
Jun. 2022
Canada

UI/UX & Motion Designer

- Created AR walking tour design via secondary research, 1 user testing, and 3 UI/UX iterations.

- Practiced user test planning and AR UI/UX design agile procedure.

BIB Solutions

Sep. 2020
Dec. 2016
Hong Kong

UI/UX & Web Designer

- Led design of responsive websites and applications, focusing on UI/UX frameworks.

- Collaborated actively engineers with structured pipeline and information architecture.

ixFintech

Apr. 2020
Jun. 2019
Hong Kong

UI/UX/ Web & Graphic Designer

- Solved problems related to the theory and practice of user-centered design, information architecture, and aesthetic user interface design system.

- Balanced stakeholders' business demand and users' insights with UI/UX resolution for iterating the better fin-tech products.

Chefling

Sep. 2018
Aug. 2018
San Francisco

UI/UX Designer - Mobile App

- Dedicated to the visual solution of the IoT project connecting apps and hardware.

- Improved the process and interface of the original problems for users' better usability. For example, the indication of device status and intuitive operation.

EDUCATION

2021-2022 **The University of British Columbia**
Canada **Master of Digital Media**

2012-2013 **Johannes Kepler Universität**
Austria **Exchange for Business**

SKILLS & TOOLS

● **UI UX Design**
Figma | Sketch | Adobe XD

◇ **Interaction Design**
Invision | Flinto | Principle

● **Graphic & Visual Design**
Adobe illustrator
Adobe photoshop

◇ **Web Design**
Wordpress | Wix | HTML3+CSS5

● **Motion Design**
Adobe After Effect
Cinema 4D

CERTIFICATION

Design Kit: Human-Centered Design
+Acumen & IDEO.org

LANGUAGE

English
★ ★ ★ ★ ★

Mandarin
★ ★ ★ ★ ★