

Chelsi Ng

Human-Centric Content Designer & Researcher

chelsi.ng.work@gmail.com | [Links: chelsidesigns.com](https://chelsidesigns.com) | linkedin.com/in/chelsing | medium.com/@chelsi.ng

Content Designer and Researcher with specialization in microcopy and information architecture to streamline and enhance digital content; Strategic and agile thinker known for tackling ambiguous problems and delivering content solutions; 7+ years of cross-functional collaboration and stakeholder relationship management; Champion of accessible designs that are ethical, diverse, and inclusive.

DESIGN & RESEARCH EXPERIENCE

Feb 2020 - Current

Kale | Content Designer & Researcher

Jan - March 2022

- Facilitated high-level user research to validate project scope including user personas, flows, journeys, affinity maps, and conversation mining in addition to usability testings and accessibility analyses
- Designed human-centered wireframes and prototype based on research heuristics and user solutions
- Developed a design documentation across mobile and web interfaces for consistent user experience
- Tools used: Figma, Miro, Helio, UsabilityHub, User Testing, Optimal Workshop, Google Survey, Zoom, Marvel

MyEcoPal | Content Designer & Strategist

Feb 2022

- Leveraged barcode scanning technology to create a point-of-purchase app as top 9 team hackathon finalists
- Led an agile and sprint design in a cross-functional team to ideate, problem-solve, and pitch roadmap
- Executed prototype based on inclusive and diverse user data, usability testing, and stakeholder feedback
- Tools used: Figma, Miro, Google Survey, Slack, Zoom, Discord

Feed the Bins | Content Designer & Researcher

April - Dec 2021

- Strategized digital solutions to tackle Toronto's litter problem using geolocation and gamification technology
- Applied research protocols to validate scope through user personas, flows, stories, usability and A/B testing
- Conceptualized a full-cycle responsive prototype alongside content systems, IA, and style guide
- Tools used: Adobe XD, Miro, Survey Monkey, Zoom, UsabilityHub, Maze, Excel, Google Analytics

Oat & Mill | Content Designer & Strategist

Jan - June 2021

- Led content strategy discussion to incorporate user-centric and design thinking approaches to web platform
- Reframed user flow, CTA's, content copy, and IA restructure to boost succession rates and prevent drop-off
- Delivered a high-fidelity web prototype to meet stakeholder and business requirements
- Tools used: Figma, Miro, Excel, Google Analytics, Balsamiq

Ambrosia | Content Designer & Researcher

June - Oct 2020

- Conducted user surveys, interviews, ethnographic studies, and competitive analysis to identify user needs
 - Established a mobile design system adopted from an existing web branding for consistent user experience
 - Designed a high-fidelity mobile prototype to improve the client lifecycle and stakeholder engagement
 - Tools used: Adobe XD, Excel, Google Survey, Google Analytics, UsabilityHub, Maze
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FINANCE PROFESSIONAL EXPERIENCE

Dec 2014 - Aug 2019

Direct Investing Specialist | TD Waterhouse

Aug 2017 - Aug 2019

- Analyzed trading data based on market research, generating \$49M quarterly investment across 20+ branches
- Managed human-centric stakeholder relationships across Wealth and Branch Partners
- Proposed customer experience initiatives that resulted in an 80% increase in platform usage and other KPI's

Finance Advisor | TD Bank

Dec 2015 - Aug 2017

- Built empathetic rapport with clients by understanding user needs/goals and relationship management
- Generated \$8M+ annual investments and \$16M+ annual mortgage deals through a solution-driven mindset
- Articulated investment proposals that tailored to clients' long-term financial road map

Customer Service Rep | TD Bank

Dec 2014 - Dec 2015

- Referred \$6M+ to TD Wealth Partners on the front-line by uncovering clients' financial needs
 - Collaborated seamlessly with managers and mentored new team members
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EDUCATION**Content Writing | UX Writing Hub****Design Immersion | CareerFoundry****Front-End Programming | Udacity****Bachelors of Commerce | University of Toronto**

Sept 2008 - June 2012

- Finance Specialist and Economics Major
 - Professional Writing Minor
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SKILLS & OTHER

Design & Research Skills: Content Design Thinking, Information Architecture, User Research (Design & Conduct), Usability Testing, Research Facilitation, Affinity Mapping, A/B Testing, Preference Testing, User Stories, User Journeys, Task Flows, Inclusive Personas, Wireframing, Prototyping, Responsive Designs, Accessible Design Standards (AODA), Agile Methodology, Design Sprints, Stakeholder Relations, Presenting Design Solutions

Design - Wireframing & Prototyping Tools: Figma, Adobe XD, Sketch, Balsamiq, Marvel, Axure, InVision

Research - User Research & Usability Testing Tools: Google Form, Survey Monkey, Usability Hub, Usability Testing, Maze, Helio, Optimal Workshop, Google Analytics

Collaboration Tools: Zoom, Google Meet, Slack, Discord, Miro, Jira, Confluence

Front End Technical Skills: Microsoft Suite (Certified Excel Expert, Word, Powerpoint), Databases (Python, SQL), HTML & CSS, Javascript

Languages: English (Native Fluency), Cantonese (Native Fluency), Mandarin (Professional Fluency), French (Classroom Study), Spanish (Classroom Study)