

CHELSI NG

UX designer with a finance and banking background. Experienced in analyzing and communicating a **solution-focused approach** with all levels of stakeholders. Proficient in optimizing and empathizing with others to **collaborate effectively** in a variety of projects.

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-  +1 (647) 818-3771
-  Toronto, ON
-  Open to relocation & remote work

○ UX/UI DESIGN PROJECTS

Kale, Finance Platform | Mobile & Web UX Case Study

Feb 2022 - March 2022

- Refined project deliverables by adopting a user-centered design process and implementing a mobile-first approach
- Conducted high-level research to validate usability with user personas, user flows, user journeys, affinity maps, & preference tests
- Designed a responsive prototype of 60+ screens adhering to Material Design Guidelines and Kale's design documentation

MyEcoPal, Environmental App | Mobile UX Case Study

Feb 2022

- Top 9 finalist (200+ participants) in a weekend environmental Garage Stories hack-a-thon sponsored by DKV and 5G Transatlantic Lab
- Collaborated with a back-end engineer to ideate backed with user surveys and user persona to prototype an interactive app
- Presented a design pitch comprised of our business model for future funding

Feed the Bins, Environmental App | Mobile UX Case Study

Oct 2021 - Dec 2021

- Applied the Design-Thinking approach to ideate a solution to tackle Toronto's litter problem
- Collected and analyzed user survey and interview data to develop user personas, user flows, affinity maps, wireframes, and prototypes

○ EXPERIENCE

Direct Investing Specialist | TD Wealth

Aug 2017 - Aug 2019

- Analyzed client trading data and built rapport with stakeholders generating \$49M quarterly investments
- Collaborated in campaign roll-outs and promotions with TD Marketing, resulted in an 80% increase in platform usage

Financial Advisor | TD Bank Group

Dec 2015 - Aug 2017

- Liaised with clients by proposing customized financial plans, yielding \$8M+ annual investment and closing \$4M+ quarterly mortgage deals

Customer Service Rep | TD Bank Group

Dec 2014 - Dec 2015

- Referred \$6M+ to TD Wealth Partners on the front-line by uncovering clients' financial needs

○ EDUCATION

CareerFoundry

UX Design Immersion

Jan 2022 - Apr 2022

- 500+ hours of intensive and hands-on UX Design for mobile and web platforms - showcasing knowledge and skills in UX Design
- UI Design Specialization

Udacity

Intro to Programming Nanodegree

June 2020 - Dec 2020

- Front-end and back-end programming languages: HTML, CSS, JavaScript, and Python

University of Toronto

Bachelors of Commerce

Sept 2008 - Jun 2012

- Finance, Economics & Writing

○ UX & OTHER SKILLS

User-Centered Design
Information Architecture
User Research
Wireframing
Prototyping
Usability Testing
Design Language Guides
Responsive Designs
Personas
Data-Focused Approach

○ TOOLS

Figma JavaScript
Adobe XD Python
Usability Hub
Miro
Excel
SQL
HTML & CSS