KENNY WEI

PRODUCT DESIGNER

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EXPERIENCE

Product Designer | BMO

DEC 2022 - CURRENT TORONTO, ON

- Managed the creation of content modules and increased Design velocity by over 300% for BMO's website migration to Contentful.
- Led the optimization of BMO's design system architecture, planning internal research and collaboration with Product Owners and Developers.

Product Designer | Wave

FEB 2022 - AUG 2022, TORONTO, ON

- Planned and optimized growth experiments to increase Wave Payments sign-up conversion through gap analyses on the enrollment customer journey.
- Managed and prioritized the Payroll design roadmap, launching 3 tax calculation updates which reduced over 90% of year-end customer reach out.
- Led the launch of an in-app AB experiment, and analyzed customer interviews to create a contractor package increasing Payroll revenue by over 20%.

UX Designer | WSIB

MAY 2021 - FEB 2022, TORONTO, ON

- Re-envisioned the online claims intake process for WSIB's online web portals to combine several existing channels feeding into Guidewire.
- Led the centralization of WSIB's online portal to one cohesive platform partnering with Product Managers and Designers in the Digital team.

Freelance Product Designer | Three Ships Beauty

JAN 2021 -MAR 2021, TORONTO, ON

- Conducted competitive analysis of an online skin quiz and identified 3 key opportunities which increased average daily sales by over 241%.
- Analyzed page flows and launch statistics in Google Analytics which led to expanding the UX team and refocusing of ThreeShip's brand marketing.

Process Improvement Consultant | CIBC

JAN 2020 - SEP 2020, TORONTO, ON

Project Manager | CSA Group

JUL 2017 - AUG 2019, TORONTO, ON

EDUCATION

University of Toronto | Bachelors in Chemical Engineering

SEP 2012 - JUN 2017, TORONTO, ON

Graduated with Honors and Engineering Leadership Certificate

PROFILE

I am passionate about breaking down barriers for those under-represented to access information and technology solutions.

Throughout my experience working in financial banking and online e-commerce, I saw a lot of opportunities to bring together process improvement with UX design to bridge gaps between people and technology truly.

SKILLS

Google Analytics, Looker, Amplitude, Dovetail, Fullstory, Figma, Sketch, InVision, Sketch, SAP, Microsoft Powerapps, Microsoft Flow, SharePoint, Trello, Survey Gizmo, OptimalSort, Tableau, Lean Six Sigma, Change Management

ADDITIONAL COURSES

Digital Product Management Fundamentals
University of Virginia

UX Design Specialization
Google Coursera

ACHIEVEMENTS

CSA Level 1 Award

Undergraduate Student Life Award

Minerva James Ham Safe Design Award