YiFan Dai

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EXPERIENCE

Product Designer — Doctalk

Jan 2024 - Present

Leading end-to-end flows to support doctors & patients. Working with product & engineering teams for implementation. Establish design vision & solutions with stakeholders. Redesigned platform-wide design system with variables & tokens.

Interaction Designer — RBC Royal Bank

May 2022 - Aug 2022

Crafted intuitive flows for financial & pension plan tools on MyAdvisor. Collaborated with multidisciplinary teams for strategic alignment. Integrated insights from 15 users to inform design direction. Audited its first design system.

UX Designer — SAP

Sept 2021 - Apr 2022

Shipped web & mobile concepts for high-priority features for millions of B2B users on SAP Analytics Cloud. Conducted research & testing to evaluate designs. Worked closely with cross-functional partners for project execution.

Product Designer — iContribute

Dec 2021 - Apr 2022

Led & shipped the product vision as mobile designer at social startup for 750+ active users (MAU). Engaged a team of 6 designers & product manager in constructive critiques. Maintained the mobile design system.

COMMUNITY

President — Sheridan Interaction Design Association

May 2021 - Apr 2022

Spearheaded Interaction Design's premier student association, managing 6 executive teams. Led & executed inclusive events to support 400+ IxD students.

Communications Lead — SAP Intern Committee

Nov 2021 - Mar 2022

Created email newsletters, visual graphics & marketing copy to boost community engagement among SAP interns across Canada.

UX Designer — SAP d-Shop (Murray Link)

Oct 2021 - Apr 2022

Generated designs for a healthcare web app that matches organ donations.

EDUCATION

Honours Bachelor of Interaction Design

Sheridan College

2019 - 2024

SKILLS

Design

Interaction Design
Product Thinking
Visual Design
User Research
Usability Testing
Prototyping
Design System
Inclusive Design
Motion Design

Tools

Figma
Adobe Creative Suite
HTML & CSS
Javascript
Jira & Confluence

HONOURS

TCPS Certificate

Ethical Conduct for Research Involving Humans

First Place

Loblaws AR Challenge

Hack the Valley 2021

Second Place

Loblaws Amplify Expo

2021