

# Edith Yim

UX designer who breaks the problem into easily manageable parts with forensic science mindset

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## UX PROJECT

### UX Designer — UXL Design-a-thon, University of Laurier

Feb 2021

- Designed an engaging learning app with career support and gamification features
- Conducted snowballing user research including 30+ surveys and 2 30-minute in-depth user interview
- Analyzed insights from the user research to define the user problem
- Created wireframes, mockups and prototypes, iterated the design after AB Testing
- Nominated to be 1 of 4 finalists out of 30+ groups and won the most user-centric solution

### Product Designer — Nocode & Marketing, Ourwave Hub, Toronto

Feb 2022- Mar 2022

- Designed a minimal viable product (MVP) mobile app with problem-solving, design, build and branding in the 6-week
- Established the entrepreneurship ideas and problem of the product
- Conducted user interview with 45+ surveys with diverse demographics
- Built an app from scratch and MVP with no-code tool Glide and delivered brand identity, personality and purpose.
- 1 of top 5 finalists among 28 participants and presented to venture capital

### UX Designer — Cottonnest, Toronto

Jan 2022 - PRESENT

- Leading the ideation, development, and implementation of the e-commerce website for a small local business with \$150,000 revenue
- Conducting research comparing various competitors' features and functions, including Zara Home and H&M Home to gain insights
- Defining shopping user flow, information architecture and user interface design for all online sales channels

### UX Designer — Martindale Animal Hospital, Sudbury

Nov 2021

- Designed mobile-first one-page landing page with an effective CTA and blog pages for SEO purpose
- Iterated the design after having a critique session with an usability engineering mentor and internal usability testing
- Won the 1st prize out of 7 groups in a hackathon

## SKILLS

### Design

User Interview, User Persona, User Journey Mapping, Storyboarding, Useability Testing, Competitive Analysis, Information Architecture, Wireframing, Rapid Prototyping

### Tools

Figma, Adobe XD, Adobe Photoshop, Miro, GitHub, Webflow, Glide, Visual Studio, Notion, Mural, Trello, Optimal Workshop, Maze, User Testing, Hotjar

### Language

HTML, CSS, JavaScript

## CERTIFICATES

### Uxcel

UX Design Foundations  
Mar 2022

### Our Wave Hub

No code & Marketing  
Fundamentals  
Feb 2022

### IBM

Enterprise Design Thinking Practitioner  
Dec 2021

### Code Academy

Build a Website with HTML, CSS, and  
GitHub Pages Skill Path  
Sept 2021

### Google

UX Design Professional Certificate  
Apr 2021

## WORK EXPERIENCE

### UX Designer Apprenticeship — *Electric Potential, Seattle*

Dec 2021 - PRESENT

- Collaborating with cross-disciplinary teams to solve design problems for a beta website, using existing assets, wireframes, and user research to build new features and functionality
- Redesigning wireframes, mockups and rapid prototyping for a responsive website for multiple devices
- Conducting usability testing, A/B testing, and iterating the design based on users' feedback to increase conversion rates by 25%

### R&D Product Development — *Cosmetica Laboratory, Toronto*

Aug 2019 - PRESENT

- Delivered products based on a human-centred design process, including over 200+ products for both domestic and international markets
- Developed and formulated from scratch, fulfilling over 30 clients' requirements such as marketing stories, formula costs and regulations for \$1.2 billion of assets

### Forensic Research Internship — *Ontario Provincial Police, Peterborough*

Nov 2015 - Apr 2016

- Consulted with police officers about over 20+ criminal cases and difficulties in the development of latent fingerprints during investigations
- Conducted academic journal research and identified the problem the field was facing
- Designed the protocol regarding the development of latent fingerprints on exhibits submerged in water over 28 days.
- Proven that the hypothesis with qualitative and quantitative data and presented to the annual forensic conference in 2016

### Duke University

Programming Foundations with  
Javascripts, HTML, CSS

Apr 2021

### Awards

#### Uxcel

Top 5% Verified Designer

Apr 2022

#### University of Laurier

UXL Design-a-thon

Feb 2022

#### University of McMaster

UI/UX Designathon

Oct 2021

## EDUCATION

### University of Toronto

HBSC in Forensic Chemistry

Sept 2012 - May 2016