

CLARENCE CHOY

❖ clarencechoy.com

❖ [linkedin.com/in/clarencechoy](https://www.linkedin.com/in/clarencechoy)

EXPERIENCE

Senior Product Designer | Tim Hortons

2022 - Present in Toronto

- Played a pivotal role in the successful end-to-end launch of our Tims Financial Credit Card in collaboration with Neo Financial.
- Delegate tasks, lead design and QA review meetings, and maintain ongoing communication with PMs.
- Achieved a 28% increase in user engagement through UX improvements within the sign up flow.

Product Designer | Tangerine Bank

2021 - 2022 in Toronto

- Directed the design strategy for responsive web and mobile applications, prioritizing accessible and mobile-first design principles.
- Enhanced the clients' investment journey, updated our mortgage calculator, and improved site navigation.
- Held routine meetings between Product and Design to increase task-completion rate by 20%.

Lead UX Designer | RATESDOTCA

2019 - 2021 in Toronto

- Led the design vision for merging and rebranding our websites, culminating in the successful launch of RATESDOTCA.
- Improved design systems, created an internal web app for sales tracking, and achieved a 72% increase in conversion rate through a credit card comparison tool redesign.
- Initiated the switch to Figma, resulting in cost savings and enhanced collaboration across teams.

Product Designer | Freelance

2017 - Present in Toronto

- Manage projects from ideation through design, development, and subcontracting developers for complex builds.

ABOUT ME

Senior Product Designer with over 6 years of experience and a proven track record of delivering user-centric solutions that meet the needs and expectations of millions of customers across diverse platforms and channels.

❖ 416.879.8130

❖ hi@clarencechoy.com

SKILLS

Design

Affinity Mapping, Responsive Design, User Flow, Experience Strategy, Persona Development, Storyboarding, UX Writing, Interaction Design, Agile Development, Journey Mapping, User Research, Heuristic Evaluation, A/B Testing, Benchmarking, Information Architecture, Wireframing, Prototyping, Usability Testing, User Testing, Data Analysis, Data Visualization, Identity Systems, Print, Illustration

Software

Figma, Adobe CC, HTML, CSS, JavaScript, VS Code, WordPress

EDUCATION

UX Design Diploma | BrainStation

Bachelor of Arts | UWO