

TIFFANY CHIN DESIGN

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Work Experience

Senior Product Designer, Delphia

Jan 2022 – Present

- Leads user experience design and research across organization (New User Experience/Onboarding, Invest Experience, Rewards)
- Leads 0 to 1 product design and development
- Leads PMF research and design strategy
- Leads qualitative research to inform product decisions. Including development of research strategy, continuous discovery practices, data analysis and synthesis, and presentation of findings to stakeholders.
- Developed and implemented internal design operations processes including project documentation, stakeholder feedback processes, developer hand-off documentation, etc.
- Planning and facilitation of stakeholder and internal workshops to achieve alignment.
- Mentors design team

Product Designer, Wave

April 2021 – Jan 2022

- Led research and design on Payroll, Bills, and Money product areas. Collaborated with a highly cross-functional team made up of Product, Engineering, Compliance, CX, Data.
- Co-led discovery research for Bills product. Developed and executed generative and evaluative research methods, internal workshops, analysis and synthesis of data, and socializing findings and opportunities to multiple product teams.
- Product Design mentor for Mentorship@Wave program: designed and facilitated a 6-session workshop.

Interaction Designer, Overhaul Media

February 2019 - April 2021

- Led end-to-end UX research, strategy, and UX design
- Led visual brand identity design, UI design, and creation of design systems
- Responsible for conducting user and stakeholder research, strategy, planning, information architecture, QA testing
- Designed low and high fidelity responsive prototypes for websites and apps.
- Prepared and conducted client presentations and pitches.
- Collaborated closely with developers and contractors to ensure projects are implemented to highest standard.

UX Designer, KEEN Creative

May 2015 – February 2019

- Sole UX Designer
- Led end-to-end UX and UI design and research.
- Responsible for UX audits, UX strategy, low and high-fidelity responsive website design, visual identity design, digital marketing strategy, and campaign development.
- Mentored new designers and interns on UX and UI design best practices.

Education

Diploma, Honours with Distinction

Design Studies, Digital Experience Design (formerly Digital Media), MacEwan University, 2015.

Awards

Love AB Forests – vr.loveabforests.com

- (3) ACE Awards, 2021: Best in Show - Innovation, Not-For-Profit Microsite, Innovative Use of Technology
- Awwwards, 2021: Honors
- Applied Arts, 2021: Website & Microsite
- Communication Arts, 2022: Website & Microsite

Canada ICI – canadaici.com

Awwwards, Honors, 2020

Gold Square – goldsquare.ca

Awwwards, Honors, 2021

Volunteer Experience

Alumni Portfolio Panelist

MacEwan University Design Studies, 2016-2019

Volunteer Coordinator

GDC Alberta North Chapter, 2018-2019

Speaker, 'Content and UX'

YEG Content Strategy Meet-Up, 2018

Alumni Panelist

MacEwan University Design Studies, 2018