

Elaine Chen

Senior Product Designer

Experience

Senior Product Designer / Sonder

Jan 2023 – Present (Remote)

Sonder is a global hospitality brand that provides premium units in over 40 cities worldwide, and has hosted over 1 million guests.

UX Research: Conducted design research with 60 new users from two channels to inform short-term tactics to the online check-in product.

Design Strategy: Developed the product plan, which included competitor analysis and user flows. Collaborated with product manager to prioritize tasks across product touch points.

Product Designer / T&T Supermarket (Loblaw Affiliate)

Dec 2020 – Dec 2022 (Toronto, ON)

UX/UI: Designed and managed a consumer-facing product with nearly 1 million users and a Magento-based internal business product for e-commerce operations.

Design System: Developed and implemented a modular design system for T&T shop online, resulting in a 40% improvement in workflow efficiency.

Streamlined checkout: Identified the root cause of issues with the checkout flows for the desktop and mobile app, and redesigned them, resulting in a 14.6% increase in successful payment transactions.


Award: Recognized as a top 5% performer at T&T supermarket and awarded a bonus for exceptional performance in 2021.


Founder, Freelance Product Designer / Toasta Ltd.


Nov 2018 – Mar 2020 (Toronto, ON)

Research & Prototyping: Validated design strategy for iFocus Beauty by conducting 3 focus groups and 12 user interviews, resulting in securing an angel investment of \$400,000 in 2021.

 www.elainechen.co

 liqing.chen0909@gmail.com

 647-709-3219

 [linkedin.com/in/elaine-liqing-chen/](https://www.linkedin.com/in/elaine-liqing-chen/)

Education

OCAD University

B.A. Graphic Design
GPA 3.75

Skills

Product Design
Prototyping
User Research
Usability Testing
Information – Architecture
Design Strategy
Visual Design
Data Analysis
Heuristic Evaluation

Tools

Figma, Sketch, XD
InVision, Miro, Asana
Illustrator
InDesign
Photoshop
Magento
Power BI
Google Analytics
Tableau