

# Elaine Chen

## Product Designer — E-commerce UX/UI

### Experience

#### Product Designer T&T Supermarket (Loblaw Affiliate)

Dec 2020 – Present (Toronto, ON)

T&T Supermarket is a Canadian supermarket chain with over 29 stores and an e-commerce department.

**User Engagement:** Led end-to-end design from concept development to implementation of useful features (incl. executing front-end design work and leveraging the navigation system), achieving the target of improving average session of duration by 6.5% within 10 months.

**Design System:** Built a modularized design system in Magento and upgraded design guidelines for the product team to accelerate workflow efficiency by 40% and enhanced the brand voice, resulting in the spare capacity to run 10 extra promotional campaigns per year and significant improvements in design consistency.

**Checkout Bounce Rate Reduction:** Redesigned the checkout flows for responsive web and native App, which resulted in a 14.6% increase in overall conversion rate and a 3% reduction in bounce rate.

**Award:** Recognized as a top 5% performer and received a substantial bonus in 2021.

#### Founder, Freelance Product Designer Toasta Ltd.


Nov 2018 – Mar 2020 (Toronto, ON)


Toasta Ltd. was a design firm founded by me in 2018.


**Marketing Strategy:** Served a local restaurant client by designing and operating its social media channels (Instagram & TikTok), third-party platforms (Uber Eats, Ritual & Skip the Dishes), and Google Search, devising an e-commerce marketing strategy to increase the client's market share in Toronto.

**Research & Prototyping:** Validated the design strategy for iFocus Beauty by conducting 3 focus groups and 12 user interviews. Consolidated insights from research to investigate the relationship between users & clinics. In 2021, this product secured an angel round funding of \$400,000.

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### 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  
Illustrator  
InDesign  
Photoshop  
Magento  
Power BI  
Google Analytics