



✉ kayleegao1998@gmail.com

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📍 Shanghai, China

Yifei Gao (Kaylee)

UX designer

I am optimistic, cautious, keen on emerging things, love team work, and have strong learning ability and adaptability. I am proficient in using Figma, Sketch and other design tools for web design and mobile design, and have experience in 0-to-1 design, large-scale redesign, and agile iterations.

Work experience



ELEME, Alibaba Group Shanghai, China

Jul 2022 - Present

UX Designer

- Responsible for the To-B user experience design of ELEME retail business, and had rich experience in web design and mobile design
- Extracted users' pain points and needs when using the data analysis module through competitive product analysis, user interview and data analysis. Redesigned 7 modules comprehensively to meet the product goal and improve user satisfaction, and solved 72.4% of the user experience problem problems, as well as the module CES score increased by 0.15
- Researched on various types of data visualization charts and outputted design components to ensure the clarity and consistency
- Conducted research on responsive design and its feasibility in the ELEME retail business platforms, and concluded a guide and design specifications to enhance the team efficiency and consistency



SenseTime Group Ltd Shanghai, China

Oct 2021 - Feb 2022

Interaction Design Intern

- Designed and independently developed interactive animations and mobile interaction project that showcase the department uniforms. Along with the publication of the implementation methods to the department's WeChat official account
- Assumed the role of interaction designer of designing a smart refrigerator WeChat Mini Program



C&A (China) Co., Ltd Shanghai, China

Jun 2020 - Aug 2020

Intern Back-end & Function Developer

- Developed an algorithm using Python and SQL to extract product data and improve efficiency in product management
- Completed a user experience upgrade project for the company's HR Department and improved efficiency in employee schedule management



Shanghai Bestone Co., Ltd Shanghai, China

Jul 2019 - Aug 2019

Marketing Intern

- Planned, organized, and presided over Shanghai Yinhang Street Legal Culture Festival and Garbage Classification Knowledge Competition and maintained the competition order
- Assisted in holding legal consulting activities in Shanghai Caohejing Development Zone and a legal salon
- Designed and managed marketing materials with an emphasis on target audiences and user needs
- Increased the event participation rate through digital content

Education



University of Waterloo Stratford, Canada

Sep 2021 - Apr 2022

Program: Master of Digital Experience Innovation

- Fields of Study: design thinking, UX design, marketing, storytelling
- CGPA: 4.0



University of Toronto Toronto, Canada

Sep 2017 - Jun 2021

Honours Bachelor of Science with Distinction

- Major: Computer Science
- Major: Communication, Culture, Information & Technology
- Minor: Mathematical Science
- Fields of Study: media studies, UX design, HCI, programming, databases
- GPA in final year: 3.93/4.0
- Honour: Mathematical & Computational Sciences Honour Roll for 2020-2021



Sheridan College Oakville, Canada

Sep 2018 - Jun 2021

Certificate in Digital Communication

- Fields of Study: design thinking, web design, design and implementation of multi-media documents

Skills

Software

Figma, Sketch, Mastergo, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Microsoft Office, Miro, Notion

Programming

HTML, CSS, JavaScript, Python, Java, SQL

Other

Bootstrap, WordPress

Languages

Mandarin (Mother Tongue), English (Proficient)