

YUKI TSUJI

UI/UX- Product designer



CONTACT

+1 416-670-6315

yukitsuji.ux@gmail.com

[Yuki's portfolio](#)

[Yuki's LinkedIn](#)

EDUCATION

University of Toronto | 2018-2022

Honours of bachelor of Arts

Majors in Communication, Culture, Information & Technology (CCIT) and Sociology

Sheridan college | 2019-2021

Bachelor of Arts

CCIT: Graphic, UI/UX design and Web coding

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TOOL

- Figma
- Miro
- Adobe illustrator
- Adobe After Effects
- Visual Studio Code
- Loop 11
- HTML/CSS
- UX Tweak
- Optimal Workshop
- Wix.com

WORK EXPERIENCE

Momentum Financial Services Group (B2C) | Jan 2024 - Present

UI/UX designer in Toronto, Canada 🇨🇦🇺🇸

- Designing a **new mobile** app from **scratch** for Money Mart Financial Services
 - Working closely with the product team to ensure all our **18,000** applicants gain pre qualified results for their loan application by shortening the process.
 - We succeeded to ensure our users receive pre qualified results through loan application flow from **30 minutes to 5-10minutes** without hitting their credit check. Conducted UX research in user analytics, comprehensive of user needs and paints with alignment of business requirements.
- Establishing out brand **new design system** for the new mobile app
 - With the new brand guidelines from marketing team, created the accessible yet practical designs elements in Figma.
- Taking a **full ownership** of the UI/UX domain and all **digital channel**
 - For customer facing **digital channel** to design intuitive and responsive product such as **website** and **mobile**.
- Working closely with **non-technical** and **technical** stakeholders throughout various projects
 - Work with product, marketing, compliance/legal and developers.

EarthOne (B2C) | Feb 2024 - July 2024

UX designer in Toronto, Canada 🇨🇦

- Helping a startup company improve its app
 - Conducted **UX methods/ design thinking methodology** and **user interviews**
 - Investigated the current design flow to identify areas for improvement.

Aviso Wealth (B2B) | Oct 2022 - Oct 2023

Jr. UX designer in Toronto, Canada 🇨🇦

- Specialized in UI/UX design across diverse lines of business and internal platforms
 - Contributed to various **financial products** with a focus on enhancing user experience.
 - **Investment application** that I was designing was recognized as an **innovative technology** by Chief Information Officers Canada in 2023.

Backyard Movement (NPO) | June 2022 - Oct 2022

UI/UX designer in Toronto, Canada 🇨🇦

- Executed website redesign projects using agile methodology
 - Strategically worked closely with developers to enhance collaboration.
 - **Leading** user research efforts, gathering valuable insights.
 - Achieved **85 %** findability as a result of the redesigns.

Trao Gifts (E-commerce) | May 2021 - Aug 2021

UI/UX designer in Basel, Switzerland 🇨🇭🇺🇸

- Conducted UX research and applying insights to new website design
 - Resulted in a **45 %** increase in user engagement.

