

Yuki Tsuii

Product designer

ABOUT ME

Product Designer with 7+ years of experience in finance, e-commerce, and SaaS product design. Specialized in user research, usability testing, and synthesizing insights into intuitive, user-centred experiences. Known for bridging business goals with human needs to deliver impactful design solutions. Outside of work, you'll find me surfing or chasing summer. 🌊

EXPERIENCE

Product designer (Permanent full time)

B2B

B2C

SaaS

Momentum Financial Services Group — Toronto, Canada

Jan 2024 – Present

- Led end-to-end redesign of the Money Mart Financial Services mobile app for Canadian users
- Drove strong growth post-launch: iOS installs +4%, Android installs +33%, active users +16%, and new users +117%
- Improved engagement and retention: 30-day users +8%, 7-day +28%, 1-day +22%
- Currently leading UX for digital channels (mobile & web), including cross-selling Money Mart products and credit card application flow informed by my user research and testing
- Mentoring other designers in my team to align experiences across digital and internal platforms, ensuring consistency between retail for internal employees and online channels for customers
- Conduct ongoing user interviews and usability testing via Loop11 and UXArmy, turning complex, nuanced insights from customers into actionable improvements for digital flows
- Own end-to-end UI/UX for customer-facing digital channels across Canada and the U.S., collaborating with product, engineering, marketing, and compliance

UI/UX designer (Freelance)

B2C

E-commerce

EarthOne — Toronto, Canada

Jan 2024 – July 2024

- Led the end-to-end redesign of the website, delivering an improved and cohesive user experience
- Collaborated with cross-functional designers to establish and scale brand guidelines across digital touchpoints
- Partnered closely with engineering to ensure high-quality implementation and design consistency

UX designer (Contract)

B2B

B2C

SaaS

Aviso — Toronto, Canada

October 2022 – October 2023

- 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.

UI/UX designer (Freelance)

B2C

NPO

Backyard Movement — Toronto, Canada

June 2022 – Oct 2022

- Delivered website redesigns using agile methodologies, ensuring iterative improvements and timely delivery
- Led a cross-functional team of designers and engineers, driving user research initiatives and translating insights into actionable design decisions

UI/Brand designer (Internship)

B2C

E-commerce

Trao — Basel, Switzerland

May 2021 – Aug 2021

Visual designer (Internship)

B2B

SaaS

Air Liquide — Hanoi, Vietnam

July 2019 – Aug 2019

AI CERTIFICATE

Massachusetts Institute of Technology — Designing and building AI products and services (April 2026)

DesignLab — AI for UX (May 2026)

EDUCATION

University of Toronto — Toronto, Canada

Bachelor of Arts, Double Major — Graduated June 2022

- Communication, Culture, Information & Technology
- Sociology

Media Law and IT literacy

Sheridan college — Oakville, Canada

Bachelor of Arts — Graduated Sept 2021

- Communication, Culture, Information & Technology
- Graphic, UI/UX design, HTML, CSS and Javascript

SKILLS

Design process

- User survey
- User interview/ testing
- A/B testing
- UX research
- Google Analytics/ Tableau/ Sigma
- Cross-functional collaboration
- User flow/ journey map
- UI wireframes (mobile, web, tablet)
- Accessibility (WCAG/ AODA)
- Style guides
- Design system
- Rapid prototyping
- HTML/CSS/Python

AI/TOOLS

Research & Discovery

- ChaGPT
- Claude
- Gemini
- Perplexity
- ScholarGPT
- Deepseek
- Consensus
- Maze

Ideation

- Stitch
- Miro board
- Figma / FigmaMake/ FigmaJam
- Microsoft Co-pilot
- Midjourney
- Dall • E
- Adobe Firefly
- Nano Banana

User interview/testing

- UXArmy/ Loop 11
- Otter.ai
- UserTesting AI
- Dovetail
- Calendly
- Quatrics

Prototyping

- Stable Diffusion
- Uizard
- InVision
- Figma
- XD design
- Lovable
- Stitch

Collaboration

- ASANA/ Azure / Trello/ WorkFront/ Jira
- Microsoft Teams/ Zoom/ Google Meet