Yuki Tsuji

3.5+ years in UX/UI design

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Toronto, ON, Canada
portfolio | LinkedIn

EMPLOYMENT HISTORY

UX designer at Aviso Wealth
Full time

Oct 2022-Present | Downtown Toronto, Canada

- Specialize in collaborating across **diverse lines of business**, including Aviso Wealth Parent brand, Qtrade (Qtrade Direct Investing and Qtrade Guided Portfolios, and Credential Asset Management), and internal platforms like kXg and Intranet.
- Expertise in using **UX research** to inform and guide **UI design**.
- Achieved a remarkable **13% reduction** in bounce rate and **doubled** the download rate for **thousands of users** through the redesign of the Aviso Marketing kit.
- Conducted **usability testing**, revealing design improvement opportunities, resulting in a remarkable **97% increase** in engagement after implementing changes in the kXg and Qtarde Marketing hub.

UI/UX designer at Backyard Movement
Freelance

June 2022-Oct 2022 | Toronto, Canada

- Successfully executed website redesign projects using **agile methodology**.
- **Collaboratively** worked with developers to create sophisticated and user-friendly website designs.
- Led user research efforts to gather valuable insights for enhancing **navigation systems** and optimizing the overall user experience.

Web User Interface Designer at Trao Gifts
Internship

June 2021- August 2021 | Basel, Switzerland

- Proficient in **data analysis**, with a focus on examining the Japanese hibiscus market.
- Conducted **market expansion** by distributing product samples from a Vietnamese hibiscus company to potential Japanese customers.
- Conducted **in-depth user research,** gaining valuable insights.
- Applied research findings to **enhance website layout**, improving user experience and market appeal.

CERTIFICATIONS

- **UX foundations: Accessibility by LinkedIn**
  May 2022
- **Introduction to User Experience Principles and Processes by University of Michigan**
  May 2022
- **Responsive Web Design in Adobe XD by Google**
  May 2022

EDUCATION HISTORY

University of Toronto School of Continuing Studies - Toronto, Canada

UI/UX design, Information Technology (Dec 2021-Jun 2022)

With a focus on user-centered design principles, I honed my creative skills and utilized diverse tools to create visually captivating designs that deliver exceptional user experiences. Through immersive UX projects, I gained practical experience, enabling me to apply these insights effectively in real-world scenarios.

University of Toronto - Toronto, Canada

Bachelor of Arts |Double majors in CCIT and Sociology (Sept 2018- Jun 2022)

During my CCIT studies, I gained expertise in graphic design, web programming, and media studies. I also immersed myself in sociology, developing proficiency in qualitative and quantitative research methods, and delving into topics related to indigenous peoples in Canada. Additionally, I explored classical sociological theories, including those by Max Weber and Karl Marx, enhancing my knowledge in the field.

Sheridan College - Oakville, Canada

Bachelor of Arts | Major in CCIT (Sep 2019-Jul 2021)

I completed a curriculum in collaboration with the University of Toronto, Mississauga (UTM), where I acquired a strong foundation in HTML5, CSS, JavaScript, Boostrap, Visual Prototyping & Wireframing, as well as User Interface Design and User Experience principles.

SKILLS

- **Fluent in Japanese and English**
- **UI/UX design**
- **HTML, CSS, JavaScript and Bootstrap: visual studio code**
- **Typography**
- **Prototyping, wireframes, user-flow, mockups, style guide**
- **AODA/WCAG design**
- **Figma**
- **Miro**
- **Adobe design**
- **Google analytics**
- **Organizational skills**
- **Agile team working**
- **Problem solving**
- **Time management**
- **Responsive web design**
- **Usability testing**