

# YIKAI CHEN

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Product Designer focused on 0-1 fintech innovation, partnering with business lines to turn ambiguous opportunities into validated product concepts. Build functional React/AI prototypes to de-risk investments and accelerate go/no-go decisions in highly regulated environments.

## PROFESSIONAL EXPERIENCE

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### TD Bank - User Experience Designer

Toronto, ON | Sep 2022 – Present

*Internal innovation pod supporting new fintech initiatives across one of Canada's largest financial institutions.*

- Led discovery engagements with LOB executives to identify user and business pain points, defining opportunity areas for new fintech solutions through rigorous research and rapid concept iteration.
- Built functional React/AI prototypes to simulate real product experiences, enabling stakeholders to make data-backed go/no-go investment decisions without incurring full engineering costs.
- Designed feasible solutions that balance user needs with strict legal, compliance, and risk requirements, ensuring innovation concepts remain viable within banking regulations.
- Overcame resource limitations and the absence of established design systems by engineering lightweight UI frameworks and interaction patterns to enable rapid concept testing.
- Facilitated cross-functional workshops to align Product, Legal, and Risk stakeholders, translating abstract business goals into tangible, user-centric product strategies.

### Sheridan College - UX/UI Specialist

Oakville, ON | May 2022 – Aug 2022

- Optimized administrative workflows for the Faculty of Arts & Design by conducting accessibility audits (WCAG) and usability testing, identifying critical friction points.
- Designed and validated responsive interfaces for internal platforms, leveraging iterative feedback loops to improve efficiency for faculty and staff.

### Hillstone Marble & Granite Inc. - Digital Specialist & Lead Designer

Mississauga, ON | Feb 2020 – Aug 2021

- Spearheaded the company's digital transformation by designing and developing a new e-commerce platform, directly contributing to \$40k+ in new revenue within the first year.
- Engineered a data-driven content strategy that increased organic traffic, effectively expanding the customer acquisition funnel.

## EDUCATION

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### Sheridan Institute of Technology

Oakville, ON | Sep 2019 – Apr 2023

*Honours Bachelor of Interaction Design*

- Relevant Coursework: Design Systems, Physical Computing, Data Visualization, Creative Coding.

## TECHNICAL SKILLS

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**Core Strengths:** 0-1 Discovery, Rapid Prototyping (React/AI), Stakeholder Alignment, Regulated Fintech Design.

**Tools:** Figma, React/Next.js, Adobe suit, Vercel, Git/GitHub.