Ryan Hui

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Skills and Tools

- **Design:** User-Centered Design Systems & Thinking, Agile & Iterative Design, Mobile & Web Prototyping, Design Critiques
- **Strategy:** Cross-Functional Teamwork (PMs, Engineers, Stakeholders), Data-Driven UX Decisions, UX Research/Testing
- **Tools:** Figma, Adobe XD, Miro, Webflow, Google Analytics, Jira, Notion, Photoshop, Illustrator, HTML/CSS, Firebase, Canva

Experience

Tap-Smart — Product Designer (Contract)   *Feb 2025 - Present*

- Leading UX for Tap-Smart, transforming how professionals create and share digital business profiles with personalized QR codes—modernizing networking and replacing business cards. Partnering with founders and engineers to refine user flows, enhance AI-driven insights and analytics, and boost engagement through seamless, user-centered design.

TD Bank — Product Designer   *Jan 2023 - Sep 2023*

- Created and illustrated a 9-page storyboard for TD's future borrowing experience, developing 13 concept features validated by tools from leading platforms. Synthesized user insights and incorporated stakeholder feedback, delivering a strategic framework that influenced the formation of the Enterprise Experience team shaping TD's future UX vision.
- Facilitated 16 workshops with TD's domain leaders (e.g., savings, mobile, payments, wealth), aligning UX strategies and business needs into a unified Enterprise Vision through user research, data analysis, and future trend exploration.
- Defined 17 concept features for TD's 36-page Enterprise storyboard, transforming stakeholder insights into innovative banking solutions. Shaped TD's vision for user-centered interactions, focused on personalized and scalable experiences.
- Presented the Enterprise storyboard to TD's product org, securing senior leadership buy-in to expand the Enterprise Experience initiative, leading in two new storyboards focused on small business owners and first-time homebuyers.

Liquor Control Board of Ontario (LCBO) — Product Designer   *Jan 2022 - Apr 2022*

- Designed a pricing app PoC for the unveiling of LCBO's flagship store, the largest in Canada. Enabled real-time dynamic pricing and electronic shelf label updates across 4,000+ products, optimizing operational efficiency and scalability.
- Researched, designed, and validated a wine recommendation PoC, exceeding KPIs (60% adoption, 47% purchase intent).

Toronto Star — Product Manager   *May 2021 - Aug 2021*

- Spearheaded the mobile homepage redesign, A/B tested by 43,000 iOS/Android users, optimizing engagement.
- Led a 3-week product discovery workshop, resulting in a 'How To' article platform supporting 1,000+ users in 2 months.

SIRVA (Brookfield) — Product Designer   *Jan 2020 - Apr 2020*

- Modernized UI/UX of a relocations planner, improving usability for 56,250+ global users and increasing user satisfaction.
- Developed accessibility strategy (ARIA labels, tab order, and alt text) to meet WCAG 2.1 standards, enhancing inclusivity.
- Designed high-fidelity wireframes for a new onboarding process, adopted by American Express, Ford, and P&G.

Education

University of Waterloo — BASc., Honours Systems Design Engineering   *Sep 2019 - Jun 2024*

- Graduated with Distinction. Relevant Coursework: User-Centered Design Methods, Systems Thinking, Interface Design.
- Completed a 6-month international exchange program at TU Delft, Netherlands *(Sep 2022 - Jan 2023)*.