

Catherine Gui

Product designer with a focus on research, complex user flows, and design systems. I work closely with stakeholders to **translate complex and technical requirements** into effective solutions that **drive business value**.

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Toronto, ON

EXPERIENCE

Product Designer | Geotab, Toronto, ON

JUNE 2021 - PRESENT

DataOps:

- Redesigned an internal tool used by data stewards and data engineers with the design system, using a heuristic evaluation, review of the information architecture and user flows, and testing
- Conducted extensive generative research (surveys and interviews) for a potential product, but led to a restructure of the DataOps department
- Improved the design system by taking on alignment initiatives, driving discussions, and improvements to match Figma best practices

UX Designer | Phlyt, Toronto, ON

MARCH 2020 - MAY 2021

As part of a consultancy, I worked with a financial institution on an internal developer tool that streamlines the process for building, testing, and deploying code. Conducted user research to define the problem space, uncover product and usability insights, and validate ideas.

- Worked closely with business, product, and engineering teams to translate technical ideas into requirements
- Created high-fidelity wireframes and prototypes for usability testing and developer hand-off
- Collaborated with developers to deliver features used by 100s of teams
- Worked with developers to build out design system
- Migrated components and designs from Adobe XD to Figma

EDUCATION

Designlab - UX Immersive
Toronto, ON | 2019

Bitmaker - Data Analytics
Toronto, ON | 2018

University of Waterloo -
Bachelors (Honours, Co-op)
Waterloo, ON | 2015

TOOLS

Figma
Sketch
Adobe Creative Suite
InVision, Marvel
Google Analytics
Kissmetrics
Hotjar, CrazyEgg
Unbounce

SKILLS

User Research
User Testing
UI Design
Branding & Graphic Design
Web & Product Analytics
HTML/CSS/JS

Freelance Designer | Self, Toronto, ON

SEPTEMBER 2019 - ONGOING

- Worked on developing features for investment research platform. Presented design concepts and ideas to clients and key stakeholders
- Redesigned websites and landing pages for various non-profits and professional services companies

Digital Marketing Specialist | Loopio, Toronto, ON

JANUARY 2018 - SEPTEMBER 2019

- Designed and built landing pages to generate additional leads at a 5% - 20% conversion rate
- Ideated, and executed on paid advertising and holistic campaigns through copy, messaging, and targeting. Generated 100s of leads in 6 months
- Analyzed website performance using Google Analytics, and Hotjar and A/B testing - leading to a 2% increase in conversion rate