

## Carina Dai

## UI&amp;UX Designer &amp; Graphic Designer

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Portfolio <https://www.carinad.ca/>

## EDUCATION

## Simon Fraser University

Interactive Art &  
Technology  
(Bachelor of Arts)

2012 - 2016

2016

## SKILLS

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effect
- Adobe Premiere
- HTML
- CSS
- Animation

## PERSONAL VALUES

- Creativity
- Communication
- Responsibility
- Spontaneity
- Self-Study

## EXPERTISE

- SaaS Design
- Website Design
- Branding
- Mock Ups
- User Experience
- User Interviews
- Illustrations

## REFERENCE

Billy Liu  
President of  
Esihome Technologies Inc

7788853892

## WORK EXPERIENCE

## Vanbox Shop Inc

UI&amp;UX Designer

09.2016 - 08.2019

## Esihome Technologies Inc

UI&amp;UX Designer

Esikidz Admin(Web APP)

01.2020 - 01.2021

Esikidz Marketplace  
(Shopify)

03.2021 - 05.2021

Esikidz Parent APP  
(Mobile APP)

07.2021 - 04.2022

Esikidz Teacher APP  
(Mobile App)

08.2022 - 02.2023

AI Powered Assistant  
(Web App Plugin)

04.2023

## Graphic Designer

Marketing Materials

04.2020- 05.2023

## FREELANCE

Lifeline Extended  
Auto Service Inc

UI&amp;UX &amp; Graphic Designer

www.lifeline.ca

(Web Design)

04.2022- 02.2023

Marketing Materials

06.2021- 02.2023

Led the responsive E-commerce design **from 0 to 1** and created **clear branding and tone of voice** by working with the graphic designer on storytelling, UX strategy and visual designs.

Collaborated with PM to strategize for the product direction by **leveraging the users' preferences and concerns** from interviews and surveys to shape business decisions. **Led the design of digital experience by creating UX strategy and mock ups.** Worked with remote cross functional team in two languages for successful delivery.

Designed the responsive digital experience by **Shopify** on **UX strategy and visual designs**. **Embedded Shopify plugins and codes** to receive positive customers' feedbacks by **creating customer rewards program and self return services**.

Worked closely with the product manager to strategize for the product direction by **reviewing previous digital experience (Web APP)** and **users' feedbacks**. Led the mobile App design by creating mock ups and utilizing **Expo** platform with developers to deliver both **IOS and Andriod native APPs**.

Worked with the product manager to strategize for the product direction by **collecting users' feedbacks and creating new user scenarios and user journey map**. Led the mobile App design and solved 90% pain points from previous digital experience by successfully delivering both **IOS and Andriod native APPs**.

Following the trend of AI, I created an AI Assistant to enhance the digital experience through UX strategy and visual designs. The number of potential users **increased by around 35%**, and we **received positive feedback from existing users** after launching and promoting the product at a conference.

Collaborated with the marketing team and led the graphic designer to **create clear branding tone by creative marketing material designs** (roll-up banners, brochures, and flyers) for the conference and direct mails to shape business goals.

Worked closely with the team to strategize for the business goals by **meeting with stakeholders and valuing their perspectives**. Led the responsive web design by **creating sitemaps, UX strategy, and visual designs**. Conducted **remote meetings** with stakeholders to revise visual appearance and user experiences. Collaborated and met with the developer to successfully deliver the products.

Teamed up with the marketing department to create eye-catching marketing materials (roll-up banners, brochures, and flyers). Ensured that all the **designs effectively communicated brand ideas and aligned with intended direction** by close collaboration.