

Tiffany Chin

UX Design & Research

- UX/UI strategist with over 13 years of in-house, consulting, and start-up experience; passionate about solving complex problems, sharing product and UX principles to help teams deliver user-friendly and effective digital experiences
- Business-oriented, creative thinker with a track record of designing and implementing large-scale, end-to-end (e2e) product design

EXPERIENCE

Senior Product Designer DriveWealth // May 2021 - June 2024

Built the UX design practice within the organization for a Brokerage Tech startup, and defined key processes and workflow to streamline the product-design-development process

Selected Accomplishments

- Helped launch new tradeable Product asset classes experiences including Options, Mutual Funds, Fixed Income
- Created DriveWealth's first design system from the ground up and worked with developers to create a shared component library
- Responsible for all user research activities such as user interviews, IA audits, and user testing to improve the overall user experience
- Managed design consultants for various platform integrations
- Track record of building strong relationships with cross-functional stakeholders and Partners across API offering

Senior UX Consultant Capco // Feb 2018 - May 2021

Building e2e digital experiences for various client-facing top-tier Financial Services companies (i.e. commercial banks, global investment banks, regional insurance corporations...)

Selected Accomplishments

- Mid-year promotion to Senior UX Consultant after six months
- Selected to design an e2e digital commercial banking experience to help early-stage startups manage their finances which led to a successful launch of an org-wide agile transformation initiative
- Led the UX and agile delivery of an Advisor Recommendation Tool

Digital UX Lead Denihan // Aug 2012 - Jan 2018

Built the UX design practice within the organization for a Travel & Hospitality company; implemented key processes and led efforts to promote UX culture into the decision-making process

Selected Accomplishments

- Product Design manager with a proven track record of optimizing digital experiences through successful A/B testing—103% lift in traffic to the checkout page and 14% increase in bookings
- Utilized methods such as user research, IA audit, and data analysis to determine where opportunities lie in reducing user struggles and optimizing the buyer's experience

Junior Developer & Project Lead FXDD // Oct 2011 - May 2012

IT Specialist Intern NYC.gov HRA // Nov 2010 - Sep 2011

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EDUCATION

Bernard M. Baruch College

B.B.A., Computer Information Systems, Cum Laude

Minors in Graphic Communication

• *Phi Eta Sigma National Honor Society*

• *Dean's List*

SKILLS • CORE COMPETENCIES

Product Design
Interface Design
UX/UI Design & Strategy
User Research & Analysis
User Testing
Information Architecture
Wireframing & Prototyping
Design System
Responsive Design
HTML & CSS
Agile Development

TOOLS • PROGRAMS

Figma
Axure
Zeplin
Sketch
Adobe Creative Suite
Webflow
Google Analytics

CREATIVE INTERESTS

Watercolor, Photography

VOLUNTEER EXPERIENCE

iMentor, Big Brothers Big Sisters NYC

CERTIFICATIONS • LICENSES

Scrum.org
Certified Scrum Master (PSM I)

Grow with Google Scholarship Recipient
FEND Nanodegree

General Assembly
User Experience Design Immersive

Noble Desktop
Certificate of User Experience