

Tiffany Chin

UX Design & Research

linkedin.com/in/tiffanymchin

UX/UI strategist and visionary with over 10 years of in-house, consulting and start-up experience; seeking to leverage skills to create user-friendly and effective digital experiences. Business-oriented, creative thinker with a track record of designing and implementing large-scale, end-to-end product design.

EXPERIENCE

Senior UX/UI Designer DriveWealth // May 21–Present

First UX hire to build the design practice, define key processes/workflow to streamline the design-to-development process, build design system, shared component library and manage all design resources and projects.

Senior UX Designer Capco // Feb 18–May 21

Conduct research and design digital experiences for various top-tier Financial Services companies (commercial banks, global investment banks, regional insurance corporations, and more...)

Selected Accomplishments

- Mid-year promotion to Senior Consultant after six months
- Selected to design an end-to-end commercial bank digital experience to help early stage startups find funding and manage their finances
- Led the UX and agile delivery of an Advisory Recommendation Tool

Digital UX Lead Denihan // Aug 12–Jan 18

Utilized methods such as user research, IA audit, and data analysis to determine where opportunities lie in reducing user struggles and optimizing the user experience.

Selected Accomplishments

- Build the UX practice and led efforts to promote UX culture into the decision making process
- Product Manager with proven track record of optimizing digital checkout page and 14% increase in bookings
- Led all mobile design efforts, from concepts to front-end coding

Junior Developer & Project Lead FXDD // Oct 11–May 12

Project Lead responsible for managing relationships, requirements gathering, and designing experience for iForexLive iPhone app, in-house economic calendar, and ForexLive.com redesign.

IT Specialist NYC.gov HRA // Nov 10 – Sep 11

Developed course website and training materials using HTML, CSS, JavaScript, Adobe Captivate and Virtual Hard Drives.

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

UX Design & Strategy
UI Design
Interaction Design
User Research & IA
Wireframing & Prototyping
HTML, CSS

TOOLS

Figma
Axure
Zeplin
Abstract
Adobe CC
Webflow
Google Analytics

CREATIVE INTERESTS

Watercolor, Photography, Calligraphy

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