

Milk Fan

UX Designer | UX Researcher

A product designer with experience creating user-centred designs for large-scale digital products and services in both the public and private sectors.

Work Experience

Service Canada | UX Designer

Oct 2022 - Sept 2024

- Shipped **2** main projects on My Service Canada Account that serves **5.6 M+** log in users.
- User registration success rate increased from **60% to 75%**.
- Onboarded **2 new benefits** to the My Service Canada Account.
- Reduce call centre volume.
- Identified pain points through user research, journey mapping, and concept testing.
- Refined concepts into mockups and prototypes in collaboration with cross-functional stakeholders.
- Established standard procedures for user research.

Transport Canada | UI/UX Designer

May 2022 - Oct 2022

- Shipped **2** main projects for Transport Canada internal usage.
- Develop the design system and standards for data visualization in the dashboard view.
- Translated ambiguous product requirements into intuitive user flows and a modern desktop UI for internal use.

Tripular | UI/UX Designer

Oct 2020 - Apr 2021

- Provided end-to-end UX consultation for Tripular, a tech start-up in the tourism industry.
- Delivered an MVP (Minimum Viable Product) within 5 months.
- Focused on creating an extensible UI/UX design strategy for the brand.
- Ensured seamless communication with software engineers throughout the project.

Travelseekr | UX Designer - Internship

Jan 2020 - Apr 2020

- Conducted user experience research for Travelseekr, a mobile app for business travelers.
- Aimed to help the company improve core competencies, brand recognition, and user engagement.

Norwegian Institute for Air Research | Product Designer

Oct 2019 - Dec 2019

- Led an institutional research project for the Norwegian Institute for Air Research.
- Designed campaigns to raise awareness about air quality and pollution in Norway.



Contact

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Online Portfolio

littlemilkdesign.com

Education

OCAD University

Industrial Design | Bachelor of Art

Sep. 2017 - Jun. 2021, Toronto, Canada

Richard St. John Scholarship Recipient | Honors Student

Oslo Metropolitan University

Product Design | Exchange Student

Aug. 2019 - Dec. 2019, Oslo, Norway

Macao Polytechnic Institute

Linguistics | Bachelor of Art

Sep. 2012 - Jun. 2016, Macao, China

Honors Student

Skills

UX Design

Prototyping with Figma | Adobe XD | Sketch | Webflow

Adobe Suites Photoshop/Illustrator/After Effect

Iterative design | Design system | Agile development

UX Research

Moderated interview | Competitive analysis | Journey mapping | Usability testing

Collaboration & Strategy

Jira | Miro board | Project vision & strategy | Project roadmap

Computing (Basic)

HTML | CSS | JavaScript