

# SHERRY WEI

Product Design • UX/ UI Design • Visual Design  
Design for Business Goals & User Needs

647.389.1130  
hisnowyw@gmail.com  
[www.hisnowy.com](http://www.hisnowy.com)

## DIGITAL PROJECTS '22- '23

### Instant Freight Quoting & Booking B2B Platform

Smart Route Recommendations, streamlined rate comparisons and simplified booking

- Achieved a 100% increase in orders within 3 months of product launch.
- Increased search success by 60% through optimized drayage route selection, rate comparisons, and fee structure.
- Enhanced user satisfaction, operational efficiency, and reduced backend workload.
- Led wireframing, hi-fidelity mockups, and visualization of map and pricing details.
- Collaborated with stakeholders to align design with business goals and user needs.
- Leveraged insights from user interviews, competitive research, and usability testing to identify product design opportunities and improve user experience.

### Landing Page for Tech Startup, 22% User Growth rate in a week

### Credit Card Rewards Web App

Enhanced Point Summary visualization, and redemption flow of retailer offers

- Surveyed 28 participants to scope the problem space and generate insights.
- Optimized product awareness, navigation, search usability and conversion rates.
- Designed intuitive user experience with an elegant UI. (90% user satisfaction rate).

### Simply Espresso App

Coffee Brew Guide, Extraction Timer and Journal for Home Baristas

- Improved Attitudinal UX metrics (loyalty, usability, UI). Reduced drop off rate by 40%.

## EXPERIENCE

### Wilson Associates, Designer

2016 - 2020 | New York, NY

Translated global business requirements into elegant and engaging user experiences.

- Owned the end-to-end process, from conducting research workshops to identifying users' pain points, business goals, iterating design solutions and mockups, performing usability testing, and overseeing project implementation.
- Developed design strategies, visual system, and documented retail and hospitality interior design projects ranging from 600 SF to 360,000 SF+ (\$1 billion+ ).
- Synced with cross-functional teams and managed vendor relationships to ensure products meet the design intent, budget, specifications, local codes and schedules.
- Mentored junior designers, fostered efficient workflows and team bonding.

### Rich Honour Design Group, Designer, Project Manager

2013 - 2015 | Shanghai, China

Led and managed retail interior design projects from conception to launch.

- Elevated brand identities and defined user experiences by leveraging research data, user interviews, visuals, drawings, and prototypes to achieve business goals and successfully penetrate new markets.

## TRAINING

### Google UX Certificate

Fall 2022

### CUNY Baruch College

Marketing Certificate '22

Web Design & Development

Certificate '21

## EDUCATION

### Pratt Institute

MS. Interior Design

### University of Toronto

BA. Visual Studies, Art History

### Carnegie Mellon University

Architecture, 1 year undergrad.

## SKILLS

### Design

Branding + Identity

Interaction Design

UX/ UI Research + Design

Usability Testing

Concept Development

User Interview, Journey Map, Persona

Prototyping

Visual Design

Map Design

### Tools

Figma, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign,, Animate), Mapbox, Office

### Programming

HTML 5, CSS 3, JavaScript, Python