

Ryan Hui



ryanhui.art

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Skills and Tools

- **Skills:** User-Centered Design, Interaction Design, Cross-Functional Collaboration, Roadmapping, Data Driven UX, MVP Scoping, Agile/Scrum, Stakeholder Management, Workshops, Design System, User Interviews, UX Research, Prototyping
- **Tools:** Figma, Adobe CC, FigJam, Jira, Confluence, Miro, Notion, Google Analytics, Firebase, AI Integration, HTML/CSS

Experience

Tap-Smart — Product Designer/Product Manager

Dec 2024 - Present

- Defined, designed, and shipped core onboarding and networking flows for web/mobile MVP, driving a 15K+ user waitlist.
- Synthesized early adopter interviews to prioritize high-impact features aligned with user needs and business goals.
- Built and maintained a scalable design system to ensure consistent UI/UX and accelerate cross-platform development.

TD Bank — Product Designer/Product Manager

Jan 2023 - Sep 2023

- Facilitated cross-functional workshops with 16 domain leaders to align on a unified future enterprise product/UX vision.
- Created a 9-page storyboard with 17 validated concept features shaping TD's future borrowing product strategy.
- Delivered a 36-page enterprise storyboard used by senior leadership to prioritize UX investment and product roadmaps.

Liquor Control Board of Ontario (LCBO) — Product Designer/Manager

Jan 2022 - Apr 2022

- Researched, designed, and validated a wine recommendation PoC achieving 60% user adoption, 47% purchase intent.
- Built an internal pricing tool for 4,000+ SKUs at LCBO's flagship store, improving operational efficiency and scalability.
- Supported accessibility compliance and contributed to UI consistency through design system enhancements.

Toronto Star — Product Manager

May 2021 - Aug 2021

- Managed the mobile homepage redesign, A/B tested by 43,000 users, boosting engagement and click-through rates.
- Ran a 3-week discovery sprint and launched a "How-To" platform supporting 1,000+ customers in two months.
- Co-facilitated workshops on user interview techniques & research synthesis to improve internal team design capabilities.

SIRVA (Brookfield) — Product Designer

Jan 2020 - Apr 2020

- Redesigned a global relocation planner used by 56K+ users, enhancing usability, efficiency, and accessibility.
- Developed/implemented an accessibility strategy (ARIA labels, tab order, and alt text) to ensure WCAG 2.1 compliance.
- Designed onboarding flows for enterprise clients (Ford, American Express, and P&G) aligning with client requirements.

Leadership & Side Projects

Tech+ UW — Product Manager

Dec 2020 - Jan 2022

- Led a cross-functional initiative, managing roadmap and launch of 17 career videos. Grew community by 2,400+ followers and drove 272K+ impressions, 75K+ views, and 4,400+ watch hours through strategic content design.

Education

University of Waterloo — BAsC., Honours Systems Design Engineering

Sep 2019 - Jun 2024

- Graduated with Dean's Honours. Relevant Coursework: Project Management, Systems Design, Business/Data Analytics.
- Completed a 6-month international exchange program at TU Delft, Netherlands (Sep 2022 - Jan 2023).