YIRU CHEN Sr. UX Designer

🌐 dianachenyiru.com | ✉ dianachenyiru@gmail.com
📞 +1 519.965.3086

WORK EXPERIENCE

Sr. UX designer | Questrade Financial Group

Nov. 2021 - Current Toronto, ON

Led the UX team in designing the new Questwealth portfolio experience, contributing to a 3% increase in new customer acquisition in Q1 2025.

Improved the QuestMortgage application flow through cross-team facilitation, increasing error-free completion rate to 85% among new applications.

Advised product and business leaders on launch strategy by aligning UX insights with stakeholder goals across internal and external teams.

Refined UX processes and workflows to improve team collaboration and streamlined design delivery timelines across cross-functional teams.

Onboarded and mentored new designers while coordinating their day-to-day work, accelerating team integration and fostering new hires' growth within the organization.

Digital UX/UI designer | Freedom Mobile

Nov. 2020 - Oct. 2021 Toronto, ON

Redesigned Shaw Mobile's plans page based on user testing and competitive analysis, leading to a 29% increase in mobile plan revenue in Jun 2021.

Designed a new Add-On & One-Time Pass shopping experience in MyShaw Mobile, resulting in a 71% self-serve conversion rate and a 150% increase in monthly orders in April 2021.

Led the analysis of customer behavior data to uncover critical concerns, initiating a UX improvement plan that boosted customer satisfaction by 15%.

UX/UI designer | Telna Telecommunications

Jan. 2019 - Nov. 2020 Toronto, ON

Designed and shipped the B2B Mobile Network Activity Management Portal, creating a seamless experience for business partners to manage and resell private networks under their own brand.

Conducted usability tests and redesigned the KnowRoaming App's onboarding experience based on test findings, resulting in a 253.1% increase in onboarding activity and a 28.5% boost in registration rates.

EDUCATION

University of Windsor

M.F.A in Film and Media, Interactive Arts

May 2018   Windsor, ON

University of Windsor

B.F.A in Visual Arts

May 2016   Windsor, ON

SKILLS

HCI Methods

Competitive Analysis   Information Architecture
Journey Mapping   Usability Testing
Rapid Prototyping
Persona Building
Flow Analysis

Design & Tools

Wireframes & Mockups: Figma | Sketch
Prototypes: Figma | Anima | Principle
Adobe Suite: Ps | Ai | ID | Pr
Video editing: Final Cut Pro
CMS: Contentful | WordPress| HubSpot

Programming

HTML, CSS
Processing
MAX/MSP

Project

Questwealth portfolio | Questrade

Web and Native App

Successfully delivered the Questwealth Portfolio Advisor Service, including goal planning and satellite portfolio features, focusing on creating an enjoyable and personalized user experience tailored to individual needs.

QuestMortgage | Questrade

Web App

Launched online mortgage application platform that allows borrowers to apply for mortgage, or refinance around the clock from anywhere

ShawMobile.ca | Shaw Communication/Freedom Mobile

Website

Responsible for launching new devices and validating design deliverables.

Improved the digital self-serve experience across ShawMobile and MyShaw Mobile, optimizing customer journeys from learning and purchasing to usage, payment, and support.

CRONUS Platform | Telna

Mobile network activity management portal

Designed high-fidelity mockups and a comprehensive style guide, enabling engineers to implement designs accurately and ensuring a seamless user experience.

Developed user testing plans and conducted online user testing sessions to validate design decisions. Analyzed data to track progress and inform future product improvements.