

YING DENG

yingdeng.ca

[linkedin.com/in/yingdeng](https://www.linkedin.com/in/yingdeng)

ying.deng.design@gmail.com

+1 778 773 6326

Vancouver, Canada

SKILLS

Product design (UX & UI)

User research and testing

Prototyping and wireframing

Design system

Design Thinking

Facilitation

TOOLBOX

Figma Whimsical Dovetail

Mural Maze JIRA Confluence

EDUCATION

MSc, Interactive Arts and Technology
/ Simon Fraser University

UX Designer Professional
/ RED Academy

UI & Visual Design Essentials
/ RED Academy

Intro to Front-End with JavaScript
/ Lighthouse Labs

BEng, Electronics Engineering
/ Tongji University

ALSO

Toastmasters journey since 2019

Outdoor person, yogi, runner

Psychology enthusiast

I'm an end-to-end **Product (User Experience) Designer** with over five years of experience in designing SaaS applications. I am passionate about using **Design Thinking** to create impactful and sustainable design solutions.

Product Designer

Copperleaf Technologies / Apr 2019–Feb 2022

- Led the end-to-end design of a few new features of Copperleaf Asset, which enable asset managers to manage infrastructure assets more effectively and create optimal business value. Helped define problems and requirements by conducting research and facilitating cross-functional collaboration. Strove to create optimal user experience within both technical and legacy UI pattern constraints.
- Lead the discovery of Intervention Value, a complex new initiative of Copperleaf Asset. The discovery insights helped shape the phase 1 scope and product feature roadmap.
- Designed the first version of Copperleaf Value Framework Designer, which empowers users to customize existing Value Frameworks and create new ones on a GUI.
- Regularly facilitated Copperleaf Design Thinking Training. Co-created Copperleaf Design Thinking Toolkit.

Product Designer

Lendesk / Apr 2017–Jan 2019

- Designed Level Borrower Portal (launched in December 2017). It enables borrowers to share bank statements with their brokers with just a few clicks.
- Designed various features of the Lendesk POS system.
- Contributed to the expansion and update of the Lendesk design system.
- Regularly facilitated design workshops and sprint retrospective meetings of cross-functional teams.

UX Designer

RED Academy / Sep–Dec 2016

Delivered three real-client projects with my teams as a UX design student: StormBrain web app, Commute Challenge BC website redesign, and WeLearn mobile app.

Design Researcher

Simon Fraser University / Jun 2011–Jun 2012 & Spring 2014

Involved in the entire process of redesigning and evaluating Developmentally Situated Design (DSD) cards as a research assistant. DSD Cards won the Design for Vulnerable Generations Best Practice Award 2013.