

Wyatt Kay

Product Designer | Toronto, Ontario

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Experience

UX Designer, Bond Brand Loyalty

(Clients: Lululemon, Ford, Neiman Marcus, Elanco)

October 2022 – Present

- Supporting the development and implementation of loyalty strategies for enterprise-level projects through the creation and delivery of UX artifacts such as wireframes, site maps, user flows, and journey maps.
- Assisting in the acquisition of new business by writing case studies and building pitch decks.

UI/UX Designer, Saatchi & Saatchi (Clients: Toyota.ca, Lexus.ca)

September 2019 – October 2022

- Lead the redesign of the 'Find a Dealer' on Toyota.ca
- Designed the webpage for and assisted in the content development of Toyota Cars for Good™
- streamlined internal workflows by converting Toyota & Lexus style guides into a Sketch library
- Lead designer on the Corolla Family and 2021 Sienna projects.

UI/UX Designer, POKET

July 2019 – September 2019 (Contract)

- Established design guidelines for future product developments.
- Lead the design for the desktop portal & consumer-facing app
- Created various graphics and branding materials (Illustrations, infographics, videos, graphs, business card, etc.)

UX Designer, FairVentures

April 2018 - August 2018

- Prototyped an enterprise and a mobile application that went forward to be sponsored and built by the client.
- Designed workflows and led usability testing sessions with customers on multiple mobile and web projects.
- Facilitated design sprints.

Content Manager, AuxMode

July 2013 - June 2016

- Designed websites using WordPress, with key responsibilities in applying CSS and layout changes to dynamic PHP sites.
- Created graphics using Adobe CC to establish a client's brand.
- Assisted in growing AuxMode's largest client's YouTube views to over 20 million, and their subscriber base to 200,000+ subscribers
- Set up a subscriber-based website along with an online merchandise shop to drive new revenue opportunities.

Education

University of Waterloo

Class of April 2019

Honours Bachelors of Global Business and Digital Arts
Dean's Honours list Recipient

Skills

User research & interviews
Usability Testing
Journey Maps
Wireframing
Prototyping
Personas & Scenarios
A/B testing
Web & App Design

Tools

Sketch
Figma
InVision
Adobe Suite
Jira
Wordpress

Courses

YouTube Digital Rights
YouTube Audience Growth
Undergrad:
-User Experience Design
-Design and Problem Solving
-Digital Imaging
-Digital Media Design and Production
-Intro to Computer Programming
-Marketing in the Digital World