

Wyatt Kay

Product Designer & Strategist | Toronto, Ontario

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Experience

Sr. UX Strategist, Appnovation (Clients: AstraZeneca, SpreadGroup)

November 2022 – Present

- Leading the experience strategy and design for multiple projects and applications in the pharmaceutical space.

UX Designer, Bond Brand Loyalty

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

October 2021 – November 2022

- 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 2021

- 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

- Designed workflows and prototypes, and led usability testing sessions with customers on multiple mobile and web projects.
- Facilitated design sprints.

Design Lead, AuxMode

July 2013 - June 2016

- Designed websites using WordPress, with key responsibilities in applying CSS and layout changes to dynamic PHP sites.
- Sourced and signed new clients, helping to generate new business 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
-Accessibility for Ontarians with Disabilities Act
Undergrad:
-User Experience Design
-Design and Problem Solving
-Digital Imaging
-Digital Media Design and Production
-Intro to Computer Programming
-Marketing in the Digital World