

Becky Song Ke

AI Design Advocate

beckysong.com

beckysongdesign@gmail.com

(437) 345 - 3268

Bridge the gap between humans and technology by design.

EXPERIENCE

Zenith Venture Studio Senior Product Designer zenithstudio.io

September 2024 - Present

Toronto, CA

Zenith is an AI venture studio co-building and investing in B2B AI startups with experts.

- Collaborating with Product, Design, Engineering, and Domain Experts for AI Startup Projects to align on objectives and deliver impactful solutions.
- Conducting competitive analysis to identify market gaps and set strategic product and design goals for optimal product positioning.
- Conducting user research, facilitating debriefs, and defining personas to inform value propositions and map user journeys with clarity.
- Designing interaction flows, architecture, and wireframes for AI-powered experiences to enhance user engagement and usability.
- Testing and iterating prototypes from low to high fidelity based on user feedback and AI insights to ensure continuous improvement.

VTS Senior Product Designer vts.com

March 2021 - August 2024

Toronto, CA

VTS provides the commercial real estate industry's leading technology platform.

- Partnered closely with our VTS Core Product Manager, Tech Lead, Engineers, and Data team to discover and solve complex problems in the Commercial Real Estate tech space.
- Led qualitative and quantitative user research, planned and conducted user tests with internal stakeholders and external customers to prioritize customer needs, and validated design concepts.
- Translated research insights into design concepts and communicated the user experience at various stages of the design process through experience maps, JTBD, user flows, wireframes, and prototypes.
- Proactively pitched ideas, led and participated in design initiatives (design system & design playbook, UX analytics) for the design team, and collaborated to solve day-to-day problems through systems and processes.

Key Achievements

- Designed and launched the Lease proposal creation platform, reduced the implementation team by 81.8% time to onboard a new client's proposal template.
- Drove and managed to Accelerate sprints with the tech lead and built the MVP version of Terra design system.

Springboard UX / UI Design Mentor springboard.com

Feb 2021 - Present (Part time)

Toronto, CA

Springboard is an education company offering transformative online UI/UX design learning.

- Mentoring students weekly for their UX/UI Design learning focused on clarifying understanding and answering domain-specific questions, evaluating assessments, critiquing design work, and giving meaningful feedback.
- Keep each student motivated, set and achieve learning goals, share perspectives from my industry knowledge and experiences, and help them move toward getting a job.

Key Achievements

- Led 332 one-on-one mentoring sessions and received a 5.0 out of 5 average student rating.

SKILLS

Tools

UX Research & Analytics

- Usertesting.com
- Dovetail / QoQo
- Synthetic Users
- Full story / Mixpanel
- Pendo / Looker / Amplitude

Interaction & Visual Design

- Figma / Sketch
- Miro / Lucidchart
- Framer / Wix / Squarespace
- Photoshop / Illustrator
- After Effects
- ChaGPT / Claude / Perplexity

Soft

Proactivity + Drive

- Work autonomously
- Take ownership and responsibility

Critical Thinking

- Gather significant information
- Question assumptions rigorously
- Develop superior foresight

Empathy

- Listen, observe, understand
- Make the invisible visible

Communication

- Clearly communicate ideas
- Explain design effectively

Becky Song Ke

AI Design Advocate

beckysong.com

beckysongdesign@gmail.com

(437) 345 - 3268

Create high-value products that delight users.

EXPERIENCE

Torstar Digital Senior Product Designer thestar.com

April 2019 — March 2021

Toronto, CA

Torstar is one of the largest news media companies in Canada.

- Design digital news platforms and regional sites to drive subscription by collaborating with PM, DM, Devs, QA, marketers, data team.
- Lead the product design in commercial products, e.g reboot e-commerce platform (save.ca).
- Oversee design system planning and process, collectively define system in scaling digital platform.
- Perform user research, and provide design solutions with qualitative and quantitative analysis to solve business problems.

Key Achievements

- Redesigned and relaunched the digital flyers and coupon platform Save.ca. New user increased 14.65% on 1 million user base and bounce rate reduced 17.42%.
- Designed and launched Gift subscription, Express checkout, Onboarding flow, Dynamic paywall of digital news subscription. The newly designed paywall increased clicked rate by 648.30%.

Tribalscale Digital Product Designer tribalscale.com

July 2018 — Feb 2019

Toronto, CA

Tribalscale is an innovation firm that transforms enterprise partners in the digital era.

- Translated business requirements and user goals into simple yet meaningful digital product experience.
- Conducted user researches and stakeholder interviews; framed problems and insights through stories to help clients envision opportunities.
- Used a human-centered design process to develop user stories, personas, user flows, design mockups, prototypes, usability tests, and specs for client projects.

Key Achievements

- Provided design solutions for multiple digital products, such as - Airmiles Shop Assistant, Guardian Analytics SaaS Platform, Manulife Bank App, Mackenzie Advisor Tool, Mavenlink Allocation Tool, etc.
- Mentored startup groups in Hack the North - largest hackathon in Canada.

Eventpick Lead Product Designer

June 2016 - July 2018

Toronto, CA

Eventpick is an influencer platform for city experience recommendations.

- Created delightful design experiences for Eventpick and Minipick users and clients across online and offline channels while championing a human-centered transformation across the company.
- Conducted user research and create concepts, detailed wireframes, and final designs for Eventpick digital products on Android, and iOS platforms for tablets and phones.

Key Achievements

- Designed and launched Eventpick native app, Eventpick website, and Minipick.com website.
- Designed and developed Eventpick and Minipick brand guidelines for online and offline assets.

EDUCATION

Master of Design Practice

Sep 2008 - Jun 2009

Hong Kong Polytechnic University

- Design and Value creation
- Vision and Change
- Value Strategies
- Research and Analysis for Design
- Innovation Products and Services Development

Master of Art and Design

Sep 2007 - Jun 2008

East China University of Science and Technology

- Research on Ergonomics
- Decision-making Strategy
- Design and Communication
- Design and Management
- Design of Digital Art
- Brand, Planning & Management

Bachelor of Industrial Design

Sep 2003 - Jun 2007

Shandong University of Science and Technology

- Design for Accessibility
- Product Design and Development
- Human factors and Psychology
- Technology and Materials
- Design Validation
- 3D Design and Technology