



# Candice Yee

Designing for users pixel by pixel



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## Profile

A young professional motivated to helping make intuitive apps and websites for users seeking for a full time UX/UI designer role in the technology and digital space.

## Conceptual Projects

- Yoodle personal app: designed prototype and wireframes developed business plan and marketing strategies
- A complete redesign for the Indigo website involving research, audit, design, strategic and conceptual thinking
- Redesign of The Drake General Store for website and mobile (training from Red Urban Advertising Agency)

## My Thought Process



### Idea

The best ideas usually generate from inspiration and collaboration



### Whiteboard

The best ideas usually stem from seeing the vision drawn out



### Wireframe

First Sketch: Pen & Paper  
Second Sketch: Digital



### Layering

Adding the content and visuals: typography, branding, colors



### Testing and Revisions

Prototype ready for testing and ideating

## Qualifications and Achievements

- Achieved an overall 3.84 GPA for Interactive Digital Media Post-Diploma course
- Member of Registered Graphic Designer Association (RGD)
- Completed IDEO design course for UX Health Project; voted top prototype in course

## Education

York University 2006-2011

*BA Communications Studies*

Centennial College 2013-2014

*Post-Diploma Interactive Digital Media*

## Volunteer

- hErVOLUTION 2016  
Graphic Designer
- Blueprint Housing York Region 2016  
Award winning team that will implement concept at incubator Venture Labs

## Work Experience

### Freelance Designer (2015-Present)

Candice Yee

- Clients include: 4D Design Studio, I AM, Origins
- Directed creative control of logos, branding, wireframes and interface design
- Constructed business plan, marketing strategies with key industry advisors and mentors for Yoodle as a founder

### Sneakerdeck (July 2014-August 2015)

User Experience Designer

- Collaborated with the process of the wireframes
- Assisted with the design process for high-impact, emotional appeal for visual design
- Strategized the work flow that would be user centric, creative and simple for users